ESTTA Tracking number:

ESTTA725000

Filing date:

02/04/2016

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

- ·	BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD
Proceeding	91221511
Party	Plaintiff NIKE, Inc.
Correspondence Address	HELLEN HILL MINSKER BANNER & WITCOFF LTD 10 SOUTH WACKER DRIVE, SUITE 3000 CHICAGO, IL 60606 UNITED STATES hminsker@bannerwitcoff.com, mhouston@bannerwitcoff.com, esullivan@bannerwitcoff.com, bwptotm@bannerwitcoff.com, bwlitdocket@bannerwitcoff.com, capital
Submission	Testimony For Plaintiff
Filer's Name	Helen Hill Minsker
Filer's e-mail	hminsker@bannerwitcoff.com, mhouston@bannerwitcoff.com, esullivan@bannerwitcoff.com, bwptotm@bannerwitcoff.com, bwlitdocket@bannerwitcoff.com
Signature	/helen hill minsker/
Date	02/04/2016
Attachments	001- KAPPES DECLARATION.pdf(330476 bytes) Ex. E-01 - NIKE Store Photos.pdf(4038134 bytes) Ex. E-02 - NIKE online products.pdf(1385475 bytes) Ex. E-03 - REDUCED SIZE Facebook Captures.pdf(2919432 bytes) Ex. E-04 - Instagram Captures.pdf(4459243 bytes) Ex. E-05 - REDUCED SIZE Twitter Captures.pdf(1080493 bytes) Ex. E-06 - 10 Best Corporate Taglines & Slogans of All Time.pdf(470917 bytes) Ex. E-07 - 12 of the Best Marketing and Advertising Campaigns of All Time.pdf(1144611 bytes) Ex. E-08 - Adslogans - A fast, efficient bespoke search service for advertisers on slog.pdf(1340691 bytes) Ex. E-09 - The 10 Best Slogans and Taglines of All Time.pdf(644742 bytes) Ex. E-10 - The Most Famous Advertising Slogans of All Time _ Marketing Concepts, Tips, .pdf(187183 bytes) Ex. E-11 - Top 100 campaigns of the Century _ AdAge.pdf(1867251 bytes) Ex. E-12 - Top 10 Slogans of the Century _ AdAge.pdf(1519331 bytes) Ex. E-13 - Best ad campaigns - AskMen.pdf(420323 bytes) Ex. E-14 - Nike's advertising awards_The Oregonian.pdf(134347 bytes) Ex. E-15 - Inc.com _ The 10 Best Slogans of All Time.pdf(121332 bytes) Ex. E-16 - Brighter Naming - Famous company slogans and tag lines.pdf(108095 bytes) Ex. E-17 - Ad for NIKE Wins Again.pdf(66941 bytes) Ex. E-19 - Top Spots of 90 Reflect Marketers' Turn to Caution.pdf(77859 bytes) Ex. E-20 - Pepsi Ad Campaign Top for 1990.pdf(70405 bytes) Ex. E-21 - Happy 25th Birthday to Nike's Just Do It.PDF(640741 bytes) Ex. E-22 - History of advertising _ No 118 _ Nike's 'Just do it' tagline.pdf(283088 bytes) Ex. E-23 - Just do it.pdf(615574 bytes) Ex. E-24 - Just Do It 2.pdf(1133985 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

NIKE, INC.,)
Opposer, vs.) Opposition No. 91221511) Application No. 86330661
CAPITAL E FINANCE CO, LLC, Applicant.) MARK: JUST DID IT)

EXHIBIT E:

DECLARATION OF NATHAN KAPPES

BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

NIKE, INC.,)
Opposer, vs.) Opposition No. 91221511) Application No. 86330661
CAPITAL E FINANCE CO, LLC, Applicant.)) MARK: JUST DID IT))

DECLARATION OF NATHAN KAPPES

- I, Nathan Kappes, declare as follows:
- 1. I am a Litigation Paralegal at the law firm of Banner & Witcoff, Ltd.

I. EXAMPLES OF NIKE'S USE OF "JUST DO IT" IN RETAIL STORES

2. On January 12, 2016, I visited the NIKE store at 669 North Michigan Avenue in Chicago, Illinois, and took photographs of examples of NIKE's use of "JUST DO IT" in the store, including store displays and products bearing "JUST DO IT." True and correct copies of the photographs are attached as Exhibit E-1.

II. EXAMPLES OF NIKE'S USE OF "JUST DO IT" ON PRODUCTS

3. I used the Microsoft Internet Explorer browser running on my work computer to visit the Internet website www.nike.com. True and correct copy of the webpages I captured to Adobe Portable Document Format (PDF) during my visit to the www.nike.com website showing JUST DO IT on various products for sale are attached as Exhibit E-2. Each page includes a date, time, and URL stamp automatically generated by the browser indicating the date and time I printed each page, as well as the URL address of each page printed.

III. EXAMPLES OF NIKE'S USE OF "JUST DO IT" IN SOCIAL MEDIA

4. I used the Google Chrome browser running on my work computer to visit the Internet website www.facebook.com. True and correct copies of screenshots of NIKE's

Facebook page that I captured to PDF during my visit to the www.facebook.com website are attached as Exhibit E-3. Each page includes a date, time, and URL stamp automatically generated by the browser indicating the date and time I printed each page, as well as the URL address of each page printed.

- 5. I used the Google Chrome browser running on my work computer to visit the Internet website www.instagram.com. True and correct copies of screenshots of NIKE's Instagram page that I captured to Adobe Portable Document Format (PDF) during my visit to the www.instagram.com website are attached as Exhibit E-4. Each page includes a date, time, and URL stamp automatically generated by the browser indicating the date and time I printed each page, as well as the URL address of each page printed.
- 6. I used the Google Chrome browser running on my work computer to visit the Internet website www.twitter.com. True and correct copies of screenshots of NIKE's Twitter page that I captured to Adobe Portable Document Format (PDF) during my visit to the www.twitter.com website are attached as Exhibit E-5. Each page includes a date, time, and URL stamp automatically generated by the browser indicating the date and time I printed each page, as well as the URL address of each page printed.

IV. EXAMPLES OF AWARDS AND RECOGNITION OF "JUST DO IT"

7. I used the Microsoft Internet Explorer browser running on my work computer to visit the Internet website www.intergraphix.com. A true and correct copy of the webpage I printed, titled "10 Best Corporate Taglines & Slogans of All Time" and dated November 13, 2014, to PDF during my visit to the www.intergraphix.com website is attached as Exhibit E-6. Each page includes a date, time, and URL stamp automatically generated by the browser indicating the date and time I printed each page, as well as the URL address of each page printed.

- 8. I used the Microsoft Internet Explorer browser running on my work computer to visit the Internet website http://blog.hubspot.com. A true and correct copy of the webpage I printed, titled "12 of the Best Marketing and Advertising Campaigns of All Time" and dated June 26, 2014, to PDF during my visit to http://blog.hubspot.com website is attached as Exhibit E-7. Each page includes a date, time, and URL stamp automatically generated by the browser indicating the date and time I printed each page, as well as the URL address of each page printed.
- 9. I used the Microsoft Internet Explorer browser running on my work computer to visit the Internet website www.adslogans.com. A true and correct copy of the webpage I printed, titled "Advertising Slogan Hall of Fame", to PDF during my visit to www.adslogans.com website is attached as Exhibit E-8. Each page includes a date, time, and URL stamp automatically generated by the browser indicating the date and time I printed each page, as well as the URL address of each page printed.
- 10. I used the Microsoft Internet Explorer browser running on my work computer to visit the Internet website www.qualitylogoproducts.com. A true and correct copy of the webpage I printed, titled "The 10 Best Slogans & Taglines of All Time", to PDF during my visit to www.qualitylogoproducts.com website is attached as Exhibit E-9. Each page includes a date, time, and URL stamp automatically generated by the browser indicating the date and time I printed each page, as well as the URL address of each page printed.
- 11. I used the Microsoft Internet Explorer browser running on my work computer to visit the Internet website http://marketingfaq.net. A true and correct copy of the webpage I printed, titled "The Most Famous Advertising Slogans of All Time" and dated February 2, 2014, to PDF during my visit to http://marketingfaq.net website is attached as Exhibit E-10. Each page

includes a date, time, and URL stamp automatically generated by the browser indicating the date and time I printed each page, as well as the URL address of each page printed.

- I used the Google Chrome browser running on my work computer to visit the Internet website http://adage.com for Advertising Age. A true and correct copy of the webpage I printed, titled "Ad Age Advertising Century: Top 100 Campaigns" and dated March 29, 1999, to PDF during my visit to the adage.com website is attached as Exhibit E-11. Each page includes a date, time, and URL stamp automatically generated by the browser indicating the date and time I printed each page, as well as the URL address of each page printed.
- Internet website http://adage.com for Advertising Age. A true and correct copy of the webpage I printed, titled "Ad Age Advertising Century: Top 10 Slogans" and dated March 29, 1999, to PDF during my visit to the adage.com website is attached as Exhibit E-12. Each page includes a date, time, and URL stamp automatically generated by the browser indicating the date and time I printed each page, as well as the URL address of each page printed.
- 14. I used the Microsoft Internet Explorer browser running on my work computer to visit the Internet website www.askmen.com. A true and correct copy of the webpage I printed, titled "Top 10 Ad Campaigns," to PDF during my visit to the adage.com website is attached as Exhibit E-13. Each page includes a date, time, and URL stamp automatically generated by the browser indicating the date and time I printed each page, as well as the URL address of each page printed.
- 15. I used the Microsoft Internet Explorer browser running on my work computer to visit the Internet website http://216.194.87.192/nike-awards.htm. A true and correct copy of the webpage I printed, titled "Nike Advertising Awards," to PDF during my visit to the adage.com

website is attached as Exhibit E-14. Each page includes a date, time, and URL stamp automatically generated by the browser indicating the date and time I printed each page, as well as the URL address of each page printed.

- 16. I used the Microsoft Internet Explorer browser running on my work computer to visit the Internet website http://www.archive.org, where I visited the website www.inc.com as it appeared on December 25, 2014. A true and correct copy of the webpage I printed, titled "The 10 Best Slogans of All Time," to PDF during my visit to the adage.com website is attached as Exhibit E-15. Each page includes a date, time, and URL stamp automatically generated by the browser indicating the date and time I printed each page, as well as the URL address of each page printed.
- 17. I used the Microsoft Internet Explorer browser running on my work computer to visit the Internet website http://www.archive.org, where I visited the website www.brighternaming.com as it appeared on October 25, 2006. A true and correct copy of the webpage I printed, titled "Power Slogans & Taglines," to PDF during my visit to the adage.com website is attached as Exhibit E-16. Each page includes a date, time, and URL stamp automatically generated by the browser indicating the date and time I printed each page, as well as the URL address of each page printed.
- 18. I used LexisNexis, a provider of access to documents and records from legal, news, and business sources, to obtain a copy of a publicly-available article titled, "The Media business: Advertising; Ad for Nike Wins Again," published in the July 11, 1990, issue of The New York Times. A true and correct copy of the article is attached as Exhibit E-17.
- 19. I used LexisNexis to obtain a copy of a publicly-available article titled, "Advertising Diamonds, and Lumps of Coal, Best of 1991 Have Flair, Avoid Cliches," published

in the December 2, 1991, issue of The San Francisco Chronicle. A true and correct copy of the article is attached as Exhibit E-18.

- 20. I used LexisNexis to obtain a copy of a publicly-available article titled, "Top Spots of '90 Reflect Marketers' Turn to Caution," published in the January 22, 1991, issue of The Wall Street Journal. A true and correct copy of the article is attached as Exhibit E-19.
- 21. I used LexisNexis to obtain a copy of a publicly-available article titled, "Pepsi Ad Campaign The Top One for 1990," published in the March 12, 1991, issue of Evening Edition.

 A true and correct copy of the article is attached as Exhibit E-20.

V. EXAMPLES OF OTHER UNSOLICITED PUBLICITY FOR "JUST DO IT"

- 22. I used the Microsoft Internet Explorer browser running on my work computer to visit the Internet website www.adweek.com. A true and correct copy of the webpage I printed, titled "Happy 25th Birthday to Nike's 'Just Do It,' the Last Great Advertising Slogan" and dated July 2, 2013, to PDF during my visit to the www.adweek.com website is attached as Exhibit E-21. Each page includes a date, time, and URL stamp automatically generated by the browser indicating the date and time I printed each page, as well as the URL address of each page printed.
- 23. I used the Microsoft Internet Explorer browser running on my work computer to visit the Internet website www.campaignlive.co.uk. A true and correct copy of the webpage I printed, titled "History of advertising: No 118: Nike's 'Just do it' tagline" and dated January 22, 2015, to PDF during my visit to the www.campaignlive.co.uk website is attached as Exhibit E-22. Each page includes a date, time, and URL stamp automatically generated by the browser indicating the date and time I printed each page, as well as the URL address of each page printed.
- 24. I used the Microsoft Internet Explorer browser running on my work computer to visit the Internet website http://blog.redmeetsblue.com.au. A true and correct copy of the

webpage I printed, titled "Just do it – the campaign that rescued Nike" and dated November 3, 2015, to PDF during my visit to the http://blog.redmeetsblue.com.au website is attached as Exhibit E-23. Each page includes a date, time, and URL stamp automatically generated by the browser indicating the date and time I printed each page, as well as the URL address of each page printed.

- 25. I used the Microsoft Internet Explorer browser running on my work computer to visit the Internet website www.advat.com. A true and correct copy of the webpage I printed, titled "JUST DO IT: NIKE's MARKETING STRATEGY AND HOW THEY'RE GETTING IT DONE" and dated May 28, 2015, to PDF during my visit to the www.advat.com website is attached as Exhibit E-24. Each page includes a date, time, and URL stamp automatically generated by the browser indicating the date and time I printed each page, as well as the URL address of each page printed.
- 26. I used the Microsoft Internet Explorer browser running on my work computer to visit the Internet website www.solecollector.com. A true and correct copy of the webpage I printed, titled "How 'Just Do It' Saved Nike" and dated August 17, 2015, to PDF during my visit to the www.solecollector.com website is attached as Exhibit E-25. Each page includes a date, time, and URL stamp automatically generated by the browser indicating the date and time I printed each page, as well as the URL address of each page printed.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on this _____ day of February, 2016.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

)
NIKE, INC.,)
Opposer,) Opposition No. 91221511
VS.) Application No. 86330661
CAPITAL E FINANCE CO, LLC,) MARK: JUST DID IT
Applicant.)

DECLARATION OF NATHAN KAPPES

EXHIBIT E-1

















IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

)
NIKE, INC.,)
Opposer,) Opposition No. 91221511
VS.) Application No. 86330661
CAPITAL E FINANCE CO, LLC,) MARK: JUST DID IT
Applicant.)

DECLARATION OF NATHAN KAPPES

EXHIBIT E-2

\$12

GIFT CARDS	GET HELP	NEWS			SOCIAL
FIND A STORE	Order Status	ABOUT NIKE			
SIGN UP FOR EMAIL	Shipping and Delivery	Careers			
JOIN NIKE+	Returns	Investors			
	Payment Options	Sustainability			
	Contact Us	Nike Better World			
		CA Supply Chains Act			
United States © 2016 Nik	ke, Inc. All Rights Reserved		Guides	Terms of Use	Nike Privacy Policy

Nike Nike+			Join / Log In	Site Feedback Help
	MEN	WOMEN BOYS CUSTOMIZE	GIRLS	
SEARCH RESULTS		LTS FOR PANTS		SORT BY:
Gender Women Girls Shoes Tops & T-Shirts Pants & Tights Tights & Leggings (6) Accessories & Equipment				
FILTERS	Women's Le	-See Just Do It eggings	5 Colors Nike Leg-A-See Just Do It Metal Women's Tights	_
SPORT Lifestyle Running	\$45		\$45	
BEST FOR				





1 Color

Nike Leg-A-See Just Do It Women's Leggings \$45



1 Color

Nike Leg-A-See Just Do It Toddler Girls' Leggings \$30



4 Colors

Nike Leg-A-See Just Do It Women's Leggings \$45 \$34.97



3 Colors

Nike Leg-A-See Just Do It Girls' Leggings \$30 \$24.97

GIFT CARDS	GET HELP	NEWS			SOCIAL
FIND A STORE	Order Status	ABOUT NIKE			
SIGN UP FOR EMAIL	Shipping and Delivery	Careers			
JOIN NIKE+	Returns	Investors			
	Payment Options	Sustainability			
	Contact Us	Nike Better World			
		CA Supply Chains Act			
United States © 2016 Nik	e, Inc. All Rights Reserved		Guides Terr	ns of Use	Nike Privacy Policy

Nike	Nike+			Join / Log Ir	n Site Feedback Help 🗌 🧮
			OMEN BOYS CUSTOMIZE		
SEAF RESI	RCH JLTS		S FOR SHOE	S (10)	SORT BY:
Gender Men Womer Boys Girls Tops & T- Pants & T Accessori	-Shirts				
FILTE	ERS	1 Color Nike Benassi Jus	Out of Stock	1 Color Nike Benassi Just Do It Pool Pack	<u> </u>
WIDTH ☐ ☐ Regu	ular	Women's Slide \$60		Men's Slide \$50	
COLOR					



3 Colors

Nike Benassi Just Do It Unisex Slide (Men's Sizing) \$50



1 Color

Nike Benassi Just Do It Mismatch Men's Slide \$30



1 Color

Nike Benassi Just Do It Print Women's Slide \$30



4 Colors

Nike Benassi Just Do It Men's Slide \$25



1 Color

Nike Benassi Just Do It Kids' Slide (11c-7y) \$25



1 Color

Nike Benassi Just Do It Women's Sandal \$25



1 Color

Nike Benassi Just Do It Girls' Slide (11c-7y) \$25



1 Color

Nike Benassi Just Do It Women's Sandal \$25 \$14.97

GIFT CARDS	GET HELP	NEWS			SOCIAL
FIND A STORE	Order Status	ABOUT NIKE			
SIGN UP FOR EMAIL	Shipping and Delivery	Careers			
JOIN NIKE+	Returns	Investors			
	Payment Options	Sustainability			
	Contact Us	Nike Better World			
		CA Supply Chains Act			
United States © 2016 Nik	e, Inc. All Rights Reserved		Guides	Terms of Use	Nike Privacy Policy

☐ raining & Gym

Baseball / Softball	
BEST FOR Wicking Sweat	
BRAND ☐Nike Sportswear	
COLLECTIONS	
COLOR	
EXTENDED SIZING	



1 Color

Nike Legend Just Do It (NFL Texans) Men's T-Shirt \$32



1 Color

Nike Legend Just Do It (NFL Bears) Men's T-Shirt \$32



1 Color

Nike Legend Just Do It (NFL Broncos) Men's T-Shirt \$32



1 Color

Nike Legend Just Do It (NFL Steelers) Men's T-Shirt \$32



1 Color

Nike Legend Just Do It (NFL Falcons) Men's T-Shirt \$32



1 Color

Nike Legend Just Do It (NFL Jets) Men's T-Shirt \$32



1 Color

Nike Legend Just Do It (NFL Patriots) Men's T-Shirt \$32



1 Color

Nike Legend Just Do It (NFL Lions) Men's T-Shirt \$32



1 Color

Nike Legend Just Do It (NFL Packers) Men's T-Shirt \$32



1 Color

Nike Legend Just Do It (NFL Colts) Men's T-Shirt \$32



1 Color

Nike Legend Just Do It (NFL Eagles) Men's T-Shirt \$32



1 Color

Nike Legend Just Do It (NFL Giants) Men's T-Shirt \$32



1 Color

Nike Legend Just Do It (NFL Seahawks) Men's T-Shirt \$32



4 Colors

Nike Just Do It Image Men's T-Shirt \$30



1 Color

Nike BSBL Just Do It Men's T-Shirt \$30



1 Color

Nike Hyper Just Do It Men's T-Shirt \$30



1 Color

Nike Legend Just Do It (Arkansas) Men's Training Shirt \$30



1 Color

Nike Legend Just Do It (Florida State) Men's Training Shirt \$30



1 Color

Nike Legend Just Do It (Florida) Men's Training Shirt \$30



1 Color

Nike Legend Just Do It (Georgia) Men's Training Shirt \$30



1 Color

Nike Legend Just Do It (Iowa) Men's Training Shirt \$30



1 Color

Nike Legend Just Do It (Michigan State)
Men's Training Shirt
\$30



1 Color

Nike Legend Just Do It (Oklahoma State) Men's Training Shirt \$30



1 Color

Nike Legend Just Do It (Stanford) Men's Training Shirt \$30



1 Color

Nike Legend Just Do It (UC Berkeley) Men's Training Shirt \$30



1 Color

Nike Legend Just Do It (UNC) Men's Training Shirt \$30



1 Color

Nike Legend Just Do It (USC) Men's Training Shirt \$30



1 Color

Nike Legend Just Do It (West Virginia) Men's Training Shirt \$30



1 Color

Nike Legend Just Do It (Penn State) Men's Training Shirt \$30



1 Color

Nike Legend Just Do It (Washington State)
Men's Training Shirt
\$30



1 Color

Nike Legend Just Do It Slant Girls' Training Shirt \$20



4 Colors

Nike Just Do It Shadow Dot Girls' T-Shirt \$20



3 Colors

Nike Just Do It Boys' T-Shirt \$20



1 Color

Nike Snow Just Do It Preschool Girls' T-Shirt \$20



2 Colors

Nike Knurling Just Do It Men's T-Shirt \$30 \$24.97



3 Colors

Nike Just Do It Men's T-Shirt \$30 \$24.97



1 Color

Nike Player Just Do It (NFL Browns / Johnny Manziel) Men's T-Shirt \$32 \$24.97



1 Color

Nike Just Do It Color Rush (NFL Bills) Men's T-Shirt \$28 \$19.97



1 Color

Nike Just Do It Color Rush (NFL Jets) Men's T-Shirt \$28 \$19.97



1 Color

Nike Legend Just Do It (NFL 49ers) Men's T-Shirt \$32 \$19.97



1 Color

Nike Legend Just Do It (NFL Browns) Men's T-Shirt \$32 \$19.97



1 Color

Nike Legend Just Do It (NFL Saints) Men's T-Shirt \$32 \$19.97



1 Color

Nike Legend Just Do It (Connecticut)
Men's Training Shirt
\$30 \$19.97



1 Color

Nike Legend Just Do It (Kansas State) Men's Training Shirt \$30 \$19.97



1 Color

Nike Legend Just Do It (Syracuse) Men's Training Shirt \$30 \$19.97



1 Color

Nike Legend Just Do It (Texas) Men's Training Shirt \$30 \$19.97



1 Color

Nike Legend Just Do It (Virginia Tech) Men's Training Shirt \$30 \$19.97



1 Color

Nike Legend Just Do It (Washington) Men's Training Shirt \$30 \$19.97



1 Color

Nike Legend Just Do It (Kentucky) Men's Training Shirt \$30 \$19.97



1 Color

Nike Player Just Do It (NFL Seahawks / Russell Wilson)
Men's T-Shirt
\$32 \$19.97



2 Colors

Nike Fractured Just Do It Boys' T-Shirt \$20 \$14.97



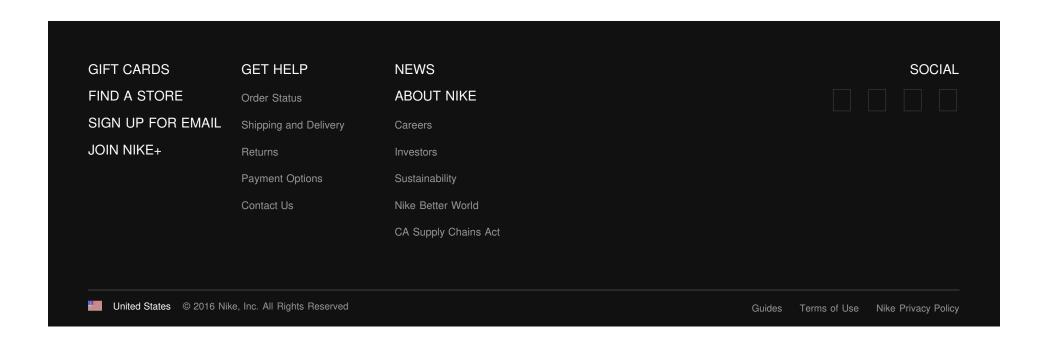
2 Colors

Nike Just Do It Shapes Girls' T-Shirt \$22 \$14.97



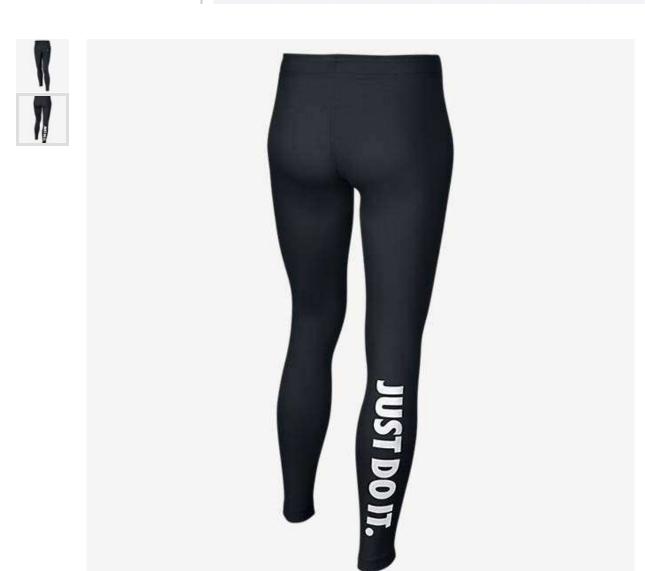
1 Color

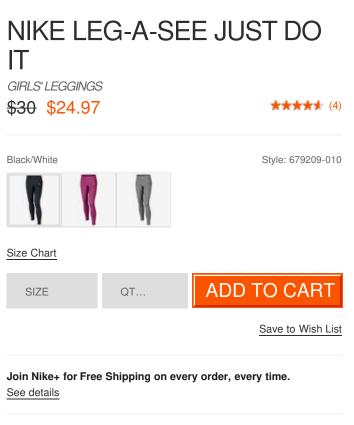
Nike Just Do It Swoosh Spill Preschool Girls' T-Shirt \$17 \$9.97





FREE SHIPPING Get free shipping with NIKE+. See details





Share

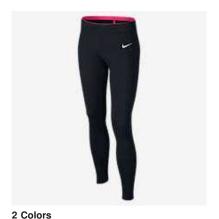
YOU MIGHT ALSO LIKE



Nike Leg-A-See Just Do It Toddler Girls' Leggings \$30



Nike Pro Hyperwarm 3.0 Girls' Training Tights



Nike Club Girls' Leggings \$30



Nike Pro Hyperwarm Flash Girls' Training Tights \$45

STRETCH COMFORT

The Nike Leg-A-See Just Do It Girls' Leggings feature a print graphic on a stretch cotton blend for a bold look and comfortable fit that moves with you.

PRODUCT DETAILS

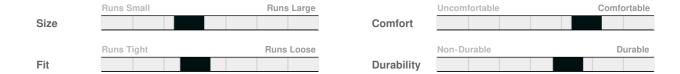
- Elastic waist
- Fabric: 92% cotton/8% spandex
- Machine wash
- Imported





75% OF REVIEWERS RECOMMEND THIS PRODUCT

ADD YOUR REVIEW





THIS PRODUCT IT GREAT

ForeignApple98, New York, I run: 16-30 miles a week, I run primarily to: Stay in shape This review was submitted as a sweepstakes entry.

fit perfect, good for early morning running would recommend

	Runs Small	Runs Large
Size		
	Uncomfortable	Comfortable
Comfort		
	Runs Tight	Runs Loose
Fit		
	Non-Durable	Durable
Durability		





GOOD ON LENGTH FOR LEGS, BUT NOT GREAT FITTING AROUND THE BUM!

Sh0rty97, Exeter, I run: 0-15 miles a week, I run primarily to: Train for another sport

Really nice materials and really warm, just a shame about the sizing.

RESPONSE FROM NIKEEMEA

Nike.com, CS

Dec 30, 2015

Hey. Thank you for taking the time to review your Nike Leg-A-See Just Do It Girls Leggings. We don't like to hear this style is not the perfect fit for you. If you prefer a style that is more fitted, take a look at the Nike T2 Women's Leggings, which feature Spandex: http://go.nike.com/8hrteik





NIKE IS THE BEST

twb1234

This review was submitted as a sweepstakes entry.

LOVE THESE LEGGINGS FIT PERFECT AND VERY COMFORTABLE.

	Runs Small				Runs Large		
Size							
	Uncom	fortable			Comf	ortable	
Comfort							
	Non-Du	ırable			D	urable	
Durability							



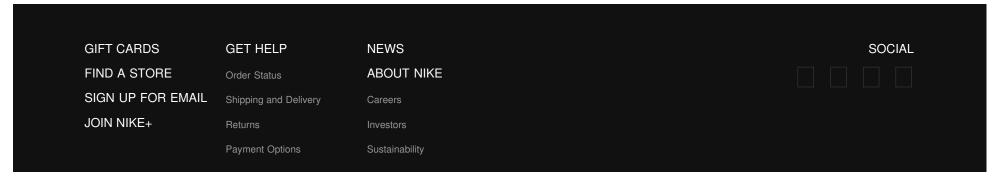


GREAT PRODUCT

jfiggy18, Los Angeles, CA, I run: 0-15 miles a week, I run primarily to: Stay in shape This review was submitted as a sweepstakes entry.

These are my go to bottoms for any type of work out! Love these!







Join / Log In Site Feedback Nike Nike+ MEN WOMEN **BOYS GIRLS CUSTOMIZE** IT (

FREE SHIPPING Get free shipping with NIKE+. See details





NIKE LEG-A-SEE JUST DO IT METAL

WOMEN'S TIGHTS

\$45

******* (18)

Black/Anthracite

Style: 678858-010



Size Chart

SIZE

QT...

ADD TO CART

Save to Wish List

LIVE CHAT

Chat with a Nike Women's Expert for product recommendations and style tips.

Available 8am-5pm PT, 7 days a week

Join Nike+ for Free Shipping on every order, every time.

See details

Share

YOU MIGHT ALSO LIKE



3 Colors

Nike Leg-A-See Just Do It Women's Leggings \$45



Nike Benassi Just Do It Print Women's Slide \$30



4 Colors

Nike Leg-A-See Camo Print Women's Tights \$45



4 Colors

Nike Pro Warm Mezzo Waistband Women's Training Tights \$45

NATURAL MOBILITY

The Nike Leg-A-See Just Do It Metal Women's Tights are made with a stretch cotton blend for a comfortable fit that moves with you.

BENEFITS

- Dri-FIT fabric helps keep you dry and comfortable
- Flat, elastic waistband for a snug, comfortable fit
- Stretch fabric for optimal range of motion



PRODUCT DETAILS

- Fabric: Dri-FIT 57% organic cotton/32% recycled polyester/11% spandex
- Machine wash
- Imported



78% OF REVIEWERS RECOMMEND THIS PRODUCT

ADD YOUR REVIEW

	Runs Small	Runs Large		Uncomfortable	Comfortable
Size			Comfort		
	Runs Tight	Runs Loose		Non-Durable	Durable
Fit			Durability		

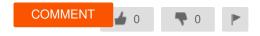


NOT WORKOUT PANTS

LFair07, Bakersfield, I run: 0-15 miles a week, I run primarily to: Train for another sport This review was submitted as a sweepstakes entry.

These are the type of pants you think are cute but when you workout in them it is all bad. They are constantly falling down and if you have to move at all you will be pulling them up nonstop. If you are buying these to chill or lift some weights in go for in but any cross training or running will not be comfortable in these pants.

	Runs Small	Runs Large
Size		
	Uncomfortable	Comfortable
Comfort		
	Runs Tight	Runs Loose
Fit		





VERY THIN.. BASICALLY SEE THROUGH.

meganaubree, Crimora, VA, I run: 0-15 miles a week, I run primarily to: Stay in shape This review was submitted as a sweepstakes entry.

I expected way more out of these Nike leggings.. Very thing and basically see through. Very disappointed.

	Uncomfortable	Comfortable			
Comfort					
	Non-Durable	Durable			
Durability					





POWER WALKER

Anonymous, I run: 16-30 miles a week, I run primarily to: Stay in shape

This review was submitted as a sweepstakes entry.

I love these leggings, I just wish they were a shorter length. At 5 feet, the legs are long so I gather them at my lower leg. I wear a small so it's not too bad. Perhaps Nike will make a

	Runs Small	Runs Large
Size		
	Uncomfortable	Comfortable
Comfort		

Small/Short size in the future. I love the design and the color. Good sale price.





Non-Durable Durable Durability

******* Jan 6, 2016

BEST WORK OUT LEGGINGS EVER!

haleyl.abel, Felton, PA, I run: 16-30 miles a week, I run primarily to: Stay in shape This review was submitted as a sweepstakes entry.

These leggings have become my go to work out pants! They are super comfortable and fit perfectly for yoga. They are also for just a cozy pair of leggings for your rest day.

	Uncomfortable	Comfortable		
Comfort				
	Runs Tight	Runs Loose		
Fit				
	Non-Durable	Durable		
Durability				







GREAT

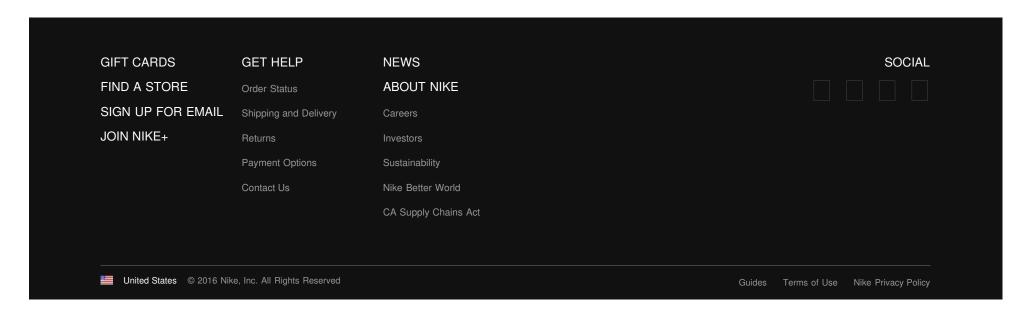
ANNETTE, Ottawa, Kansas, I run: 0-15 miles a week, I run primarily to: Stay in shape This review was submitted as a sweepstakes entry.

Great fit! Nice and form fitting. Great sizing. Would buy 10 pair!



Comfort

Uncom	fortable		Comf	ortable





FREE SHIPPING Get free shipping with NIKE+. See details



NIKE LEG-A-SEE JUST DO

WOMEN'S LEGGINGS

\$45 \$34.97



Teal/Midnight Teal

Style: 678834-307



Size Chart

SIZE

QT...

ADD TO CART

Save to Wish List

LIVE CHAT

Chat with a Nike Women's Expert for product recommendations and style tips.

Available 8am-5pm PT, 7 days a week

Join Nike+ for Free Shipping on every order, every time. See details

Share

YOU MIGHT ALSO LIKE



5 Colors

Nike Leg-A-See Just Do It Metal Women's Tights \$45



3 Colors

Nike Leg-A-See Just Do It Women's Leggings \$45



5 Colors

Nike Leg-A-See Just Do It Metal Women's Tights \$45



4 Colors

Nike Leg-A-See Camo Print Women's Tights \$45

SNUG COMFORT

The Nike Leg-A-See Just Do It Women's Leggings are made with a stretch cotton blend for a comfortable fit that moves with you.

BENEFITS

- Dri-FIT fabric helps keep you dry and comfortable
- Stretch fabric allows you to move naturally

PRODUCT DETAILS

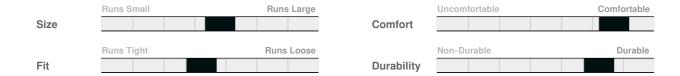


- Fabric: Dri-FIT 87% cotton/13% spandex
- Machine wash
- Imported



95% OF REVIEWERS RECOMMEND THIS PRODUCT

ADD YOUR REVIEW





AWESOME

aszeglin, New York, I run: 0-15 miles a week, I run primarily to: Stay in shape

This review was submitted as a sweepstakes entry.

Very comfortable and soft. They are the best leggings out there.





FAVORITE LEGGINGS!

brookegatz, I run: 0-15 miles a week, I run primarily to: Stay in shape

This review was submitted as a sweepstakes entry.

These are the perfect leggings whether you use them for running or just hanging around the house. Super comfortable and they fit just right. Love them!

Comfort		
	Non-Durable	Durable
Durability		

Comfortable

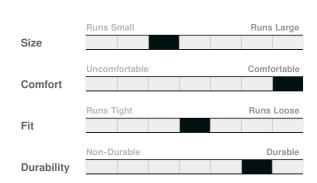




THE MOST COMFORTABLE LEGGINGS

RuthieD409900227, England, UK, I run: 0-15 miles a week, I run primarily to: Stay in shape

Super comfortable, perfect for running and cardio at the gym, great full length for 5'8 height, will definitely be purchasing more of these





NICE, BUT...

nattie89, UK, I run: 0-15 miles a week, I run primarily to: Train for another sport

Leggings are comfy however they are more orange than red. They run a bit bigger than some Nike leggings/tights, I am a medium but probably wouldve gotten away with a small. They are slightly see-through if you are planning on wearing them for weightlifting/crossfit etc.

RESPONSE FROM NIKEEMEA

Nike.com, CS

Jan 4, 2016

Thank you for taking time to leave your comment. We will share your feedback regarding sizing with the team. We know that uncomfortable see-through moment at the gym.

These tights belong to our lifestyle collection, one of our Women Experts will contact you soon to help you finding a Training tight that keeps up with your workouts.

Runs Small	Runs Large		
Uncomfortable	Comfortable		
Runs Tight	Runs Loose		
Non-Durable	Durable		
	Uncomfortable Runs Tight		



THIS PRODUCT IS COMFORTABLE AND STYLISH

SandraS667609048, Othello, Washington, I run: 16-30 miles a week, I run primarily to: Stay in shape

This review was submitted as a sweepstakes entry.

These leggings are so comfortable and very unique in style!

		Comf	ortable			
Comfort						

1 | 2 | 3 | 4 | 5

GIFT CARDS	GET HELP	NEWS	SOCIAL
FIND A STORE	Order Status	ABOUT NIKE	
SIGN UP FOR EMAIL	Shipping and Delivery	Careers	
JOIN NIKE+	Returns	Investors	
	Payment Options	Sustainability	
	Contact Us	Nike Better World	
		CA Supply Chains Act	

Nike Nike+ Join / Log In Site Feedback Help

FREE SHIPPING Get free shipping with NIKE+. See details





NIKE LEG-A-SEE JUST DO

WOMEN'S LEGGINGS

\$45

Rate this product

Black/White

Style: 726085-010



Size Chart

SIZE

QT...

ADD TO CART

Save to Wish List

LIVE CHAT

Chat with a Nike Women's Expert for product recommendations and style tips.

Available 8am-5pm PT, 7 days a week

Join Nike+ for Free Shipping on every order, every time. See details

Share

YOU MIGHT ALSO LIKE



Nike Benassi Just Do It Print Women's Slide \$30



Nike Leg-A-See Logo Women's Leggings



Nike Leg-A-See Just Do It Metal Women's Tights \$45



Nike Pro Hypercool Women's Training Tights \$65

SNUG COMFORT

The Nike Leg-A-See Just Do It Women's Leggings are made with a stretch cotton blend for a comfortable fit that moves with you.

BENEFITS

- Elastic waistband for snug comfort
- Stretch fabric allows you to move naturally
- Flat seams move smoothly against your skin



PRODUCT DETAILS

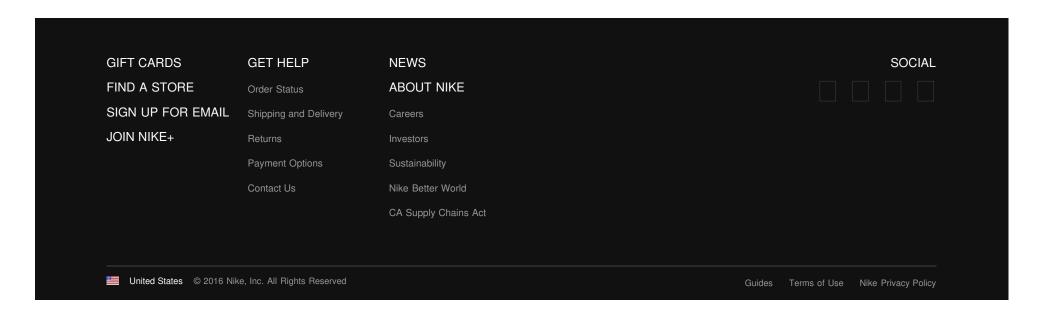
- Fabric: 57% organic cotton/32% recycled polyester/11% spandex
- Machine wash
- Imported

HAVE YOUR SAY

BE THE FIRST TO REVIEW THIS PRODUCT



ADD YOUR REVIEW



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

NIKE, INC.,)
Opposer, vs.) Opposition No. 91221511) Application No. 86330661
CAPITAL E FINANCE CO, LLC, Applicant.) MARK: JUST DID IT)

DECLARATION OF NATHAN KAPPES

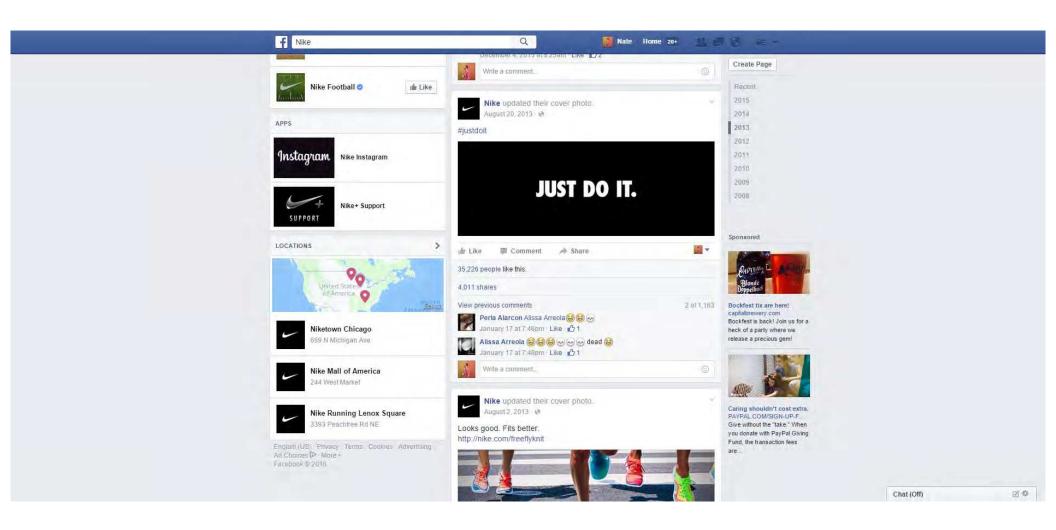
EXHIBIT E-3



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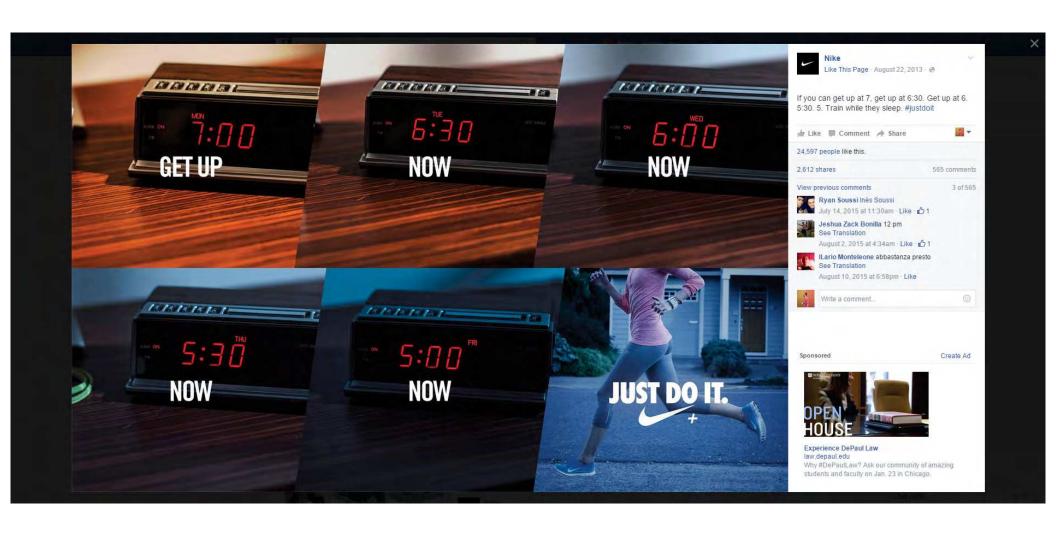
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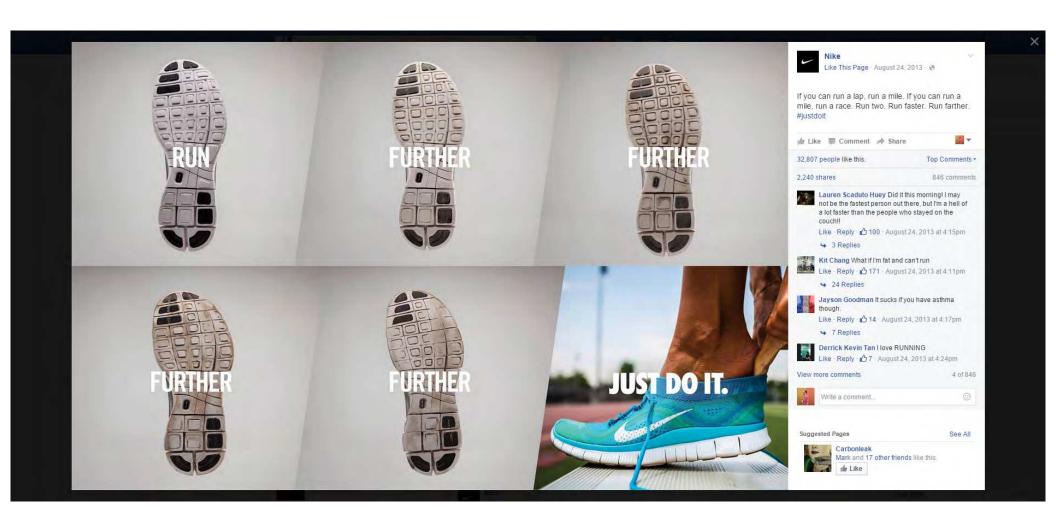


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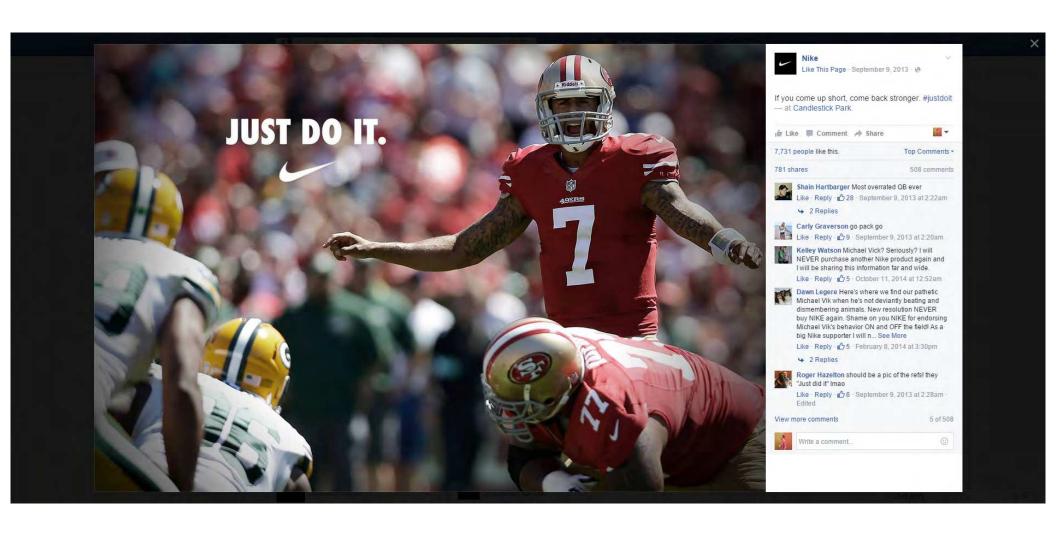


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Nike

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Friday, Jan 22 2016, 17:19:33



Nike

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Nike

Friday, Jan 22 2016, 17:18:26

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Nike

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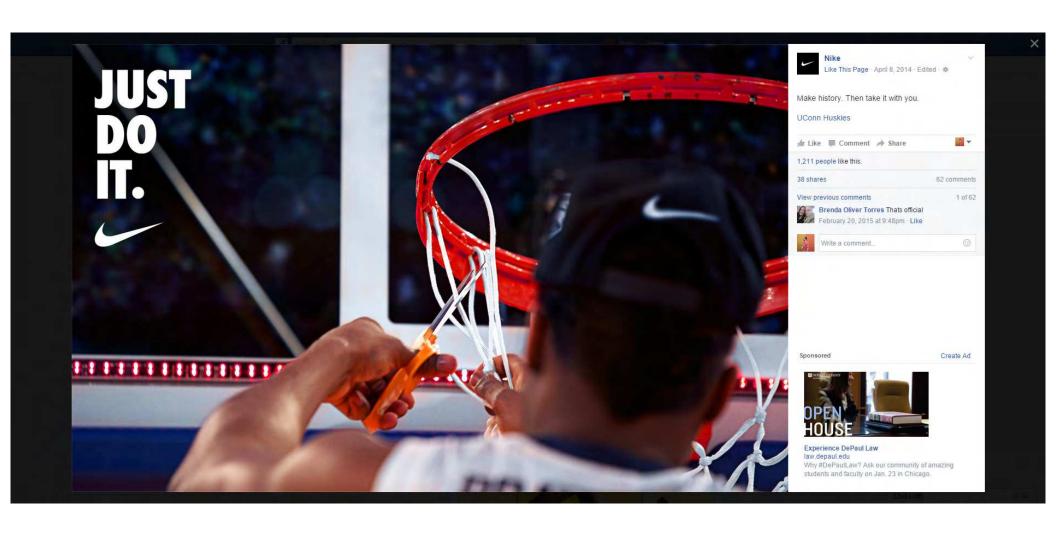
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Nike

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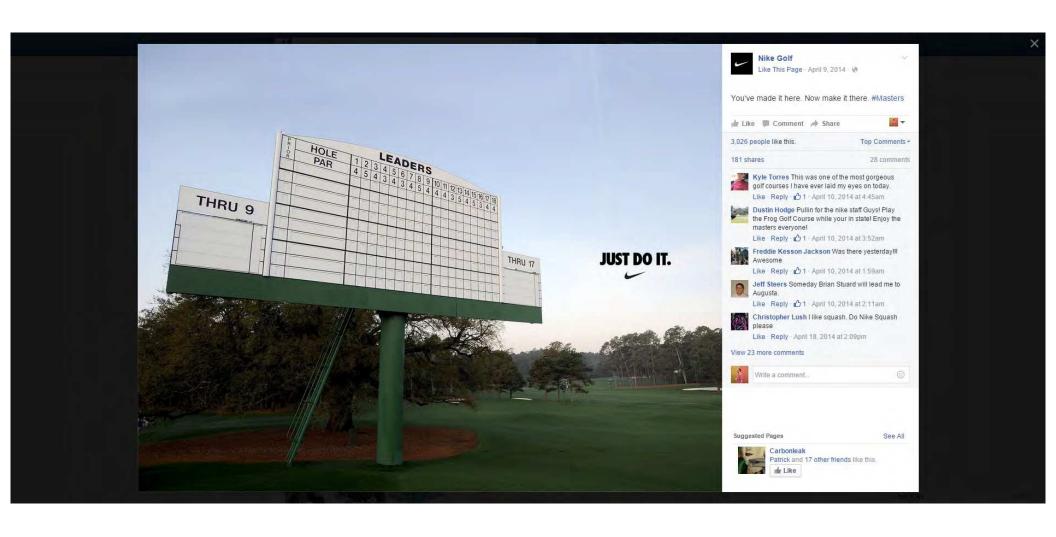
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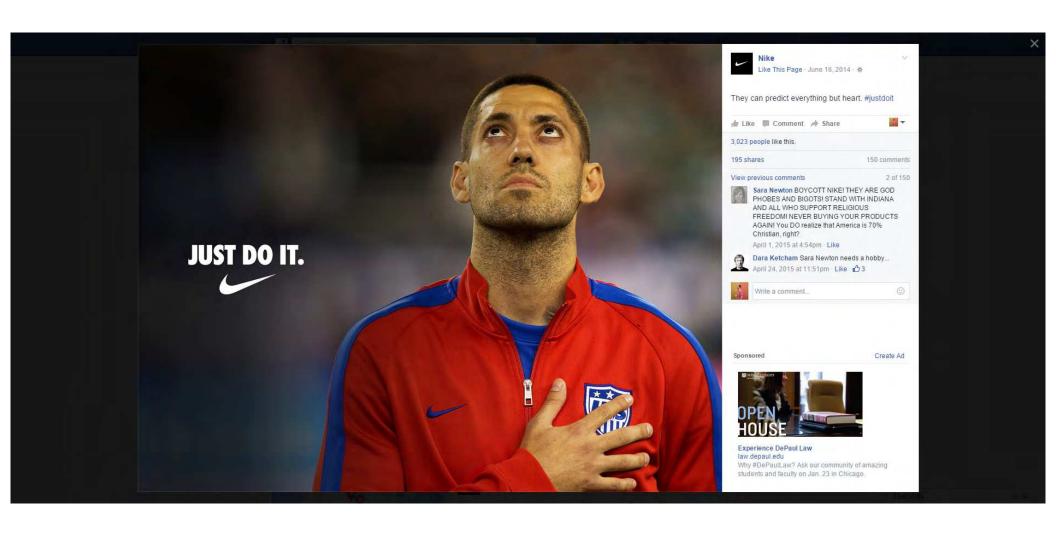
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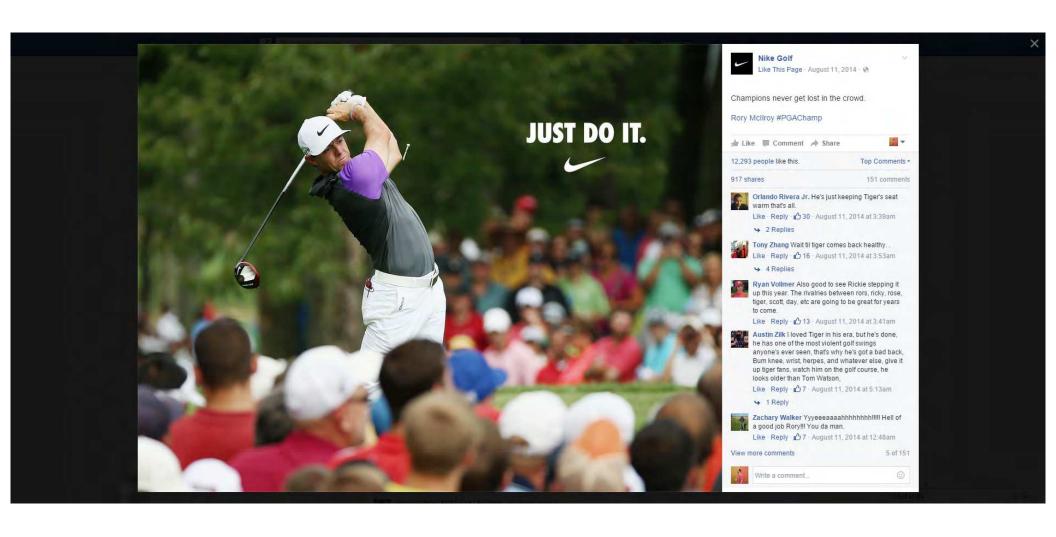
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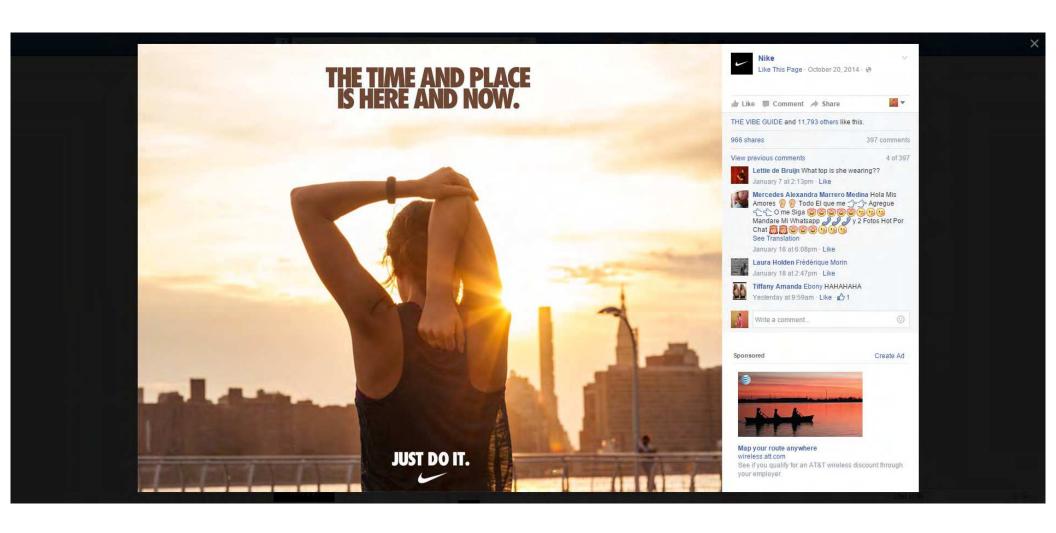
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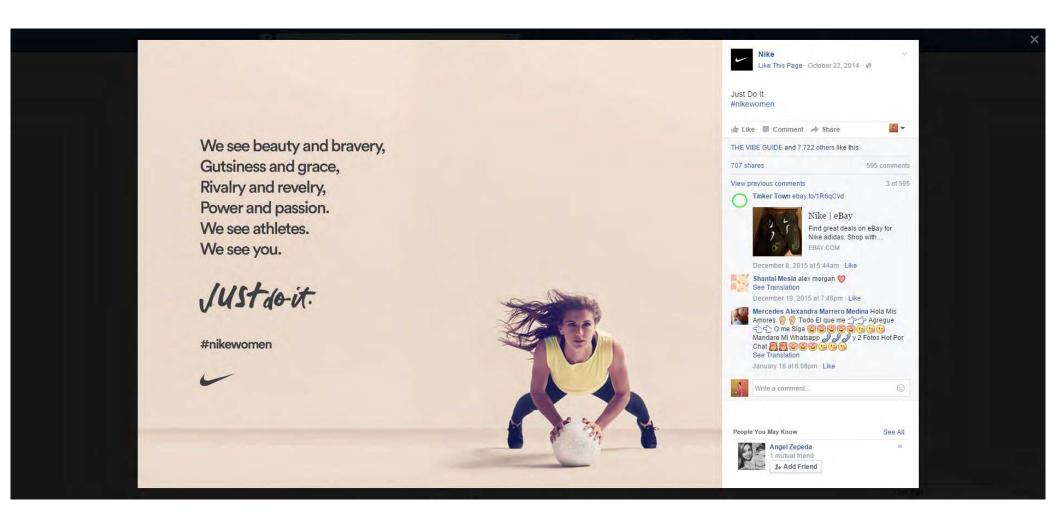
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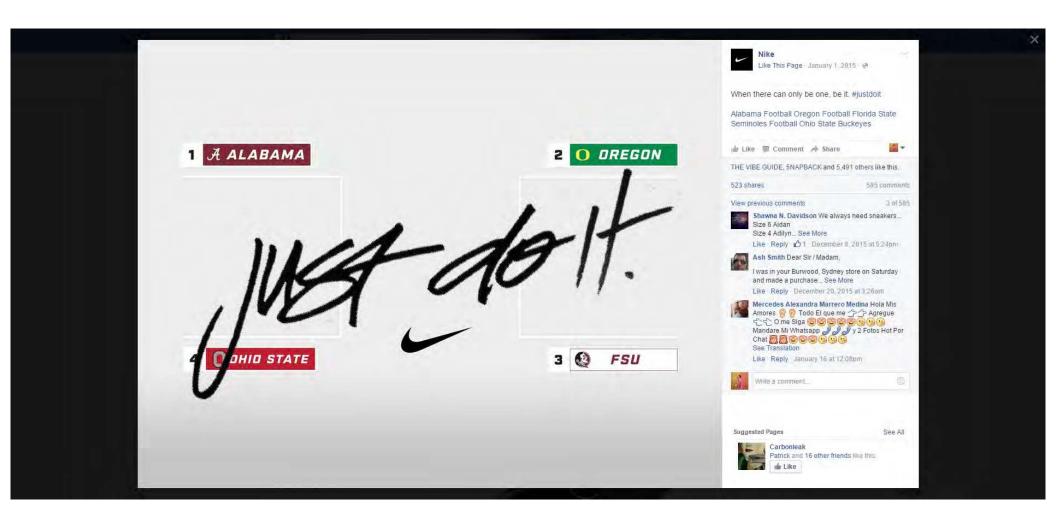


Nike - Just Do It. #nikewomen

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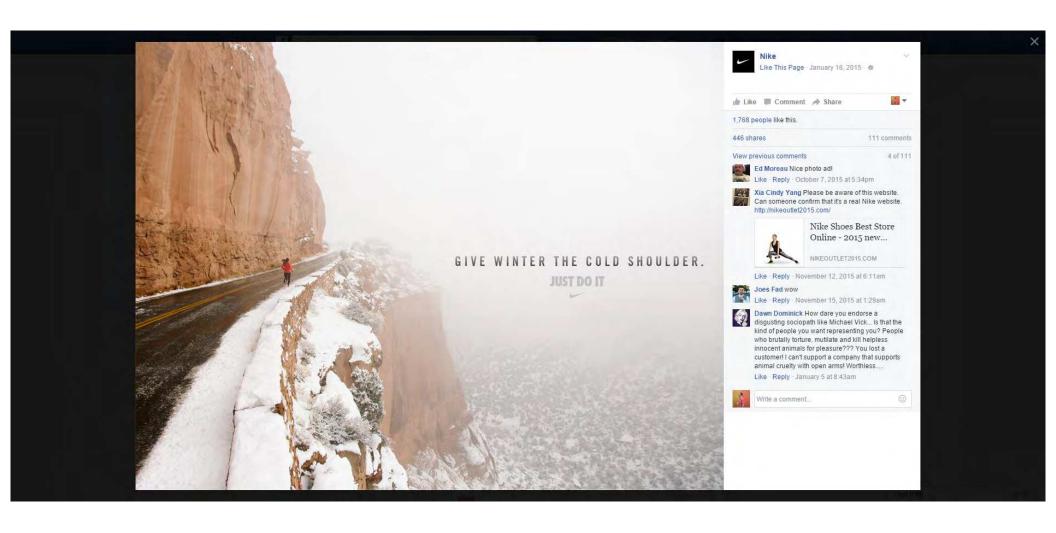
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Document title: Nike Football - They called you lucky. They called you...

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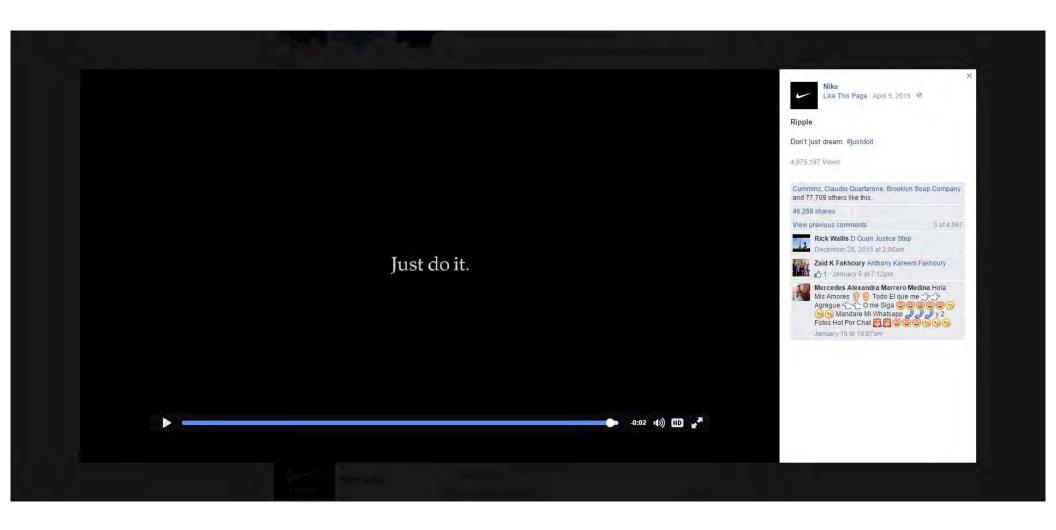


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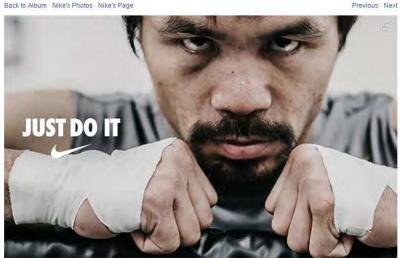
Email or Phone natekappes@gmail.com Password

Log In

Keep me logged in

Timeline Photos

Back to Album - Nike's Photos - Nike's Page



Nike Doubt.

Five letters. One syllable. A manmade expectation of failure.

But it's only a word. You decide what it means.

May 2, 2015 - Edited

Andree Katic, Felix Sabado, Francisco Mendoza and 21,807 others like this.

1,423 shares

Album: Timeline Photos Shared with: (3) Public

Open Photo Viewer

Download **Embed Post**

Nike - Timeline Photos | Facebook

https://www.facebook.com/nike/photos/a.440612488444.242105.15087023444/10153021571868445/?type=3

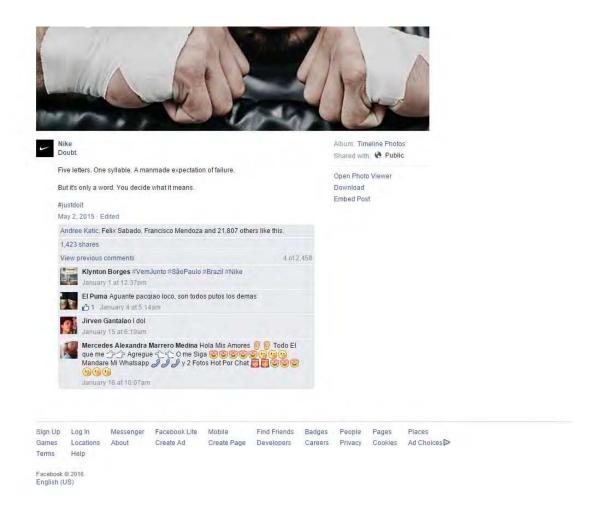
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Page 1 of 2



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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

)
NIKE, INC.,)
Opposer,) Opposition No. 91221511
VS.) Application No. 86330661
CAPITAL E FINANCE CO, LLC,) MARK: JUST DID IT
Applicant.)

DECLARATION OF NATHAN KAPPES

EXHIBIT E-4

Instagram Q Search Get the app Log in



nike • FOLLOW

nike Just Do It. www.nike.com

807 posts 34.2m followers 132 following



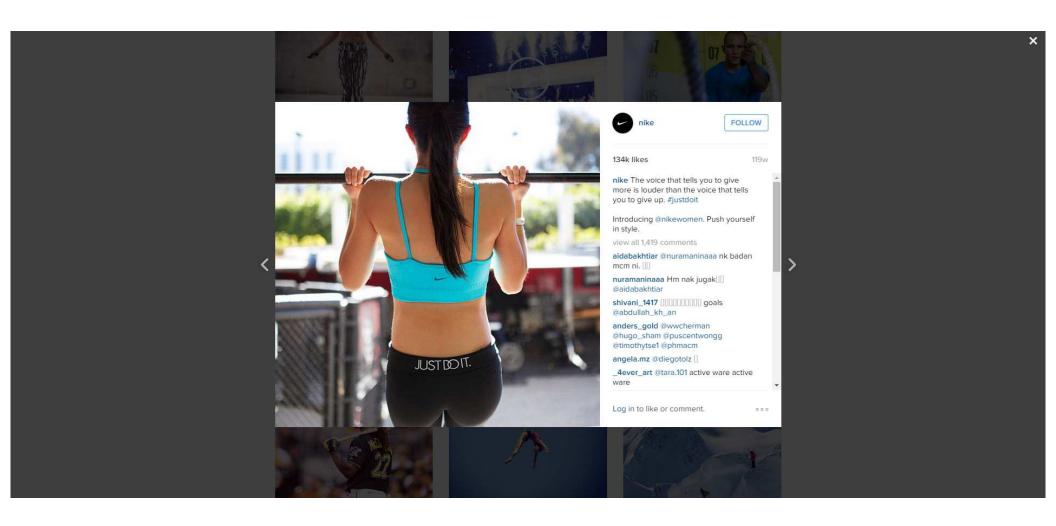










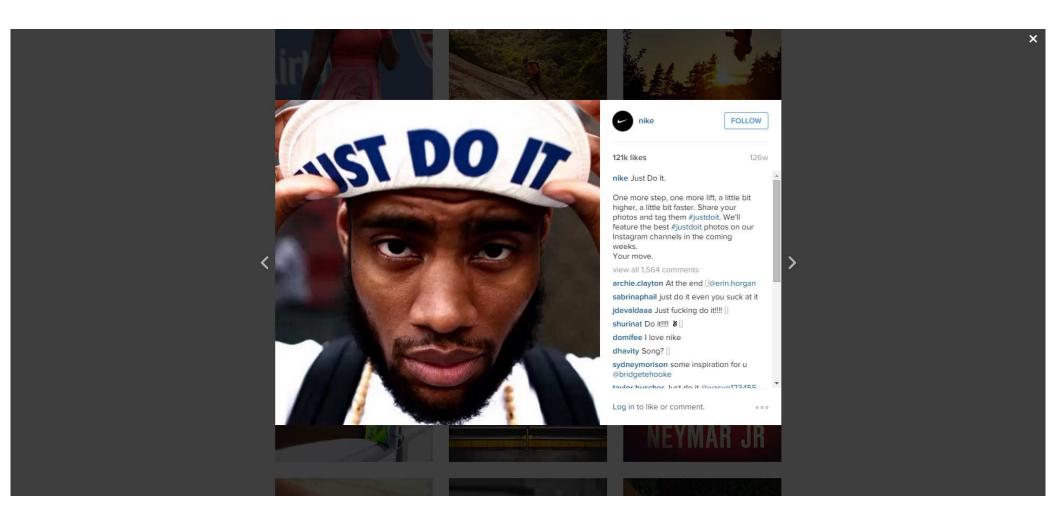


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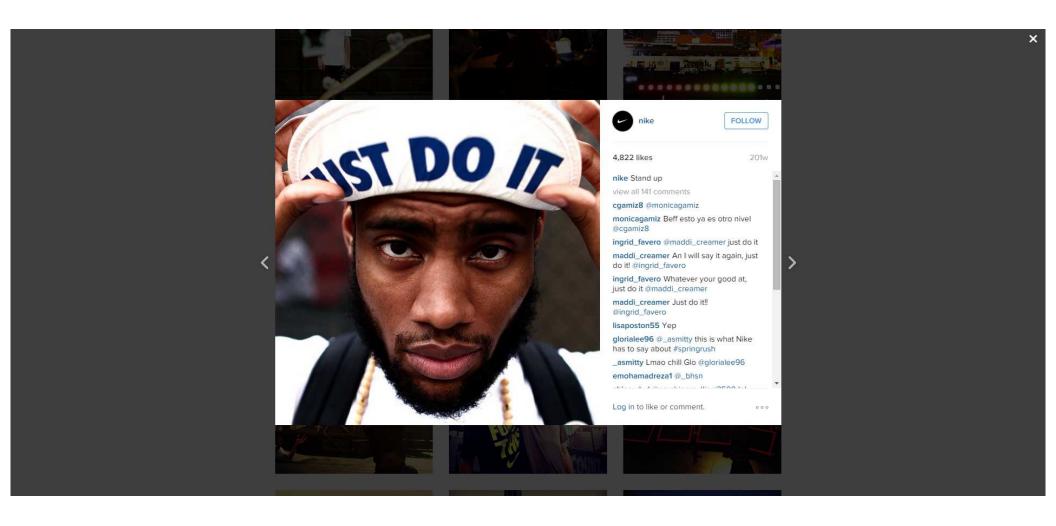
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Friday, Jan 22 2016, 21:37:09 Capture timestamp (UTC):



Document title: @nike • Instagram photos and videos

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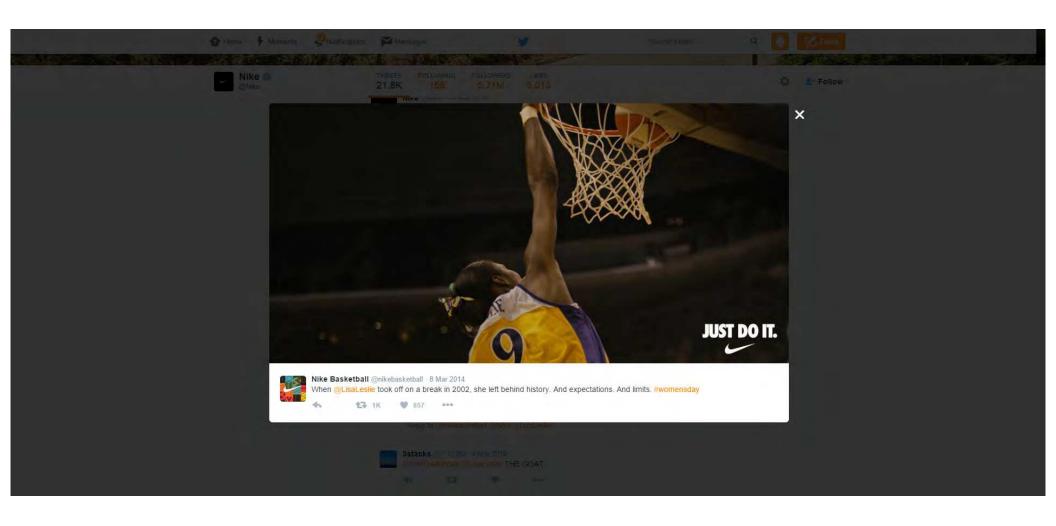
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

NIKE, INC.,)
Opposer, vs.	Opposition No. 91221511Application No. 86330661
CAPITAL E FINANCE CO, LLC, Applicant.) MARK: JUST DID IT)

DECLARATION OF NATHAN KAPPES

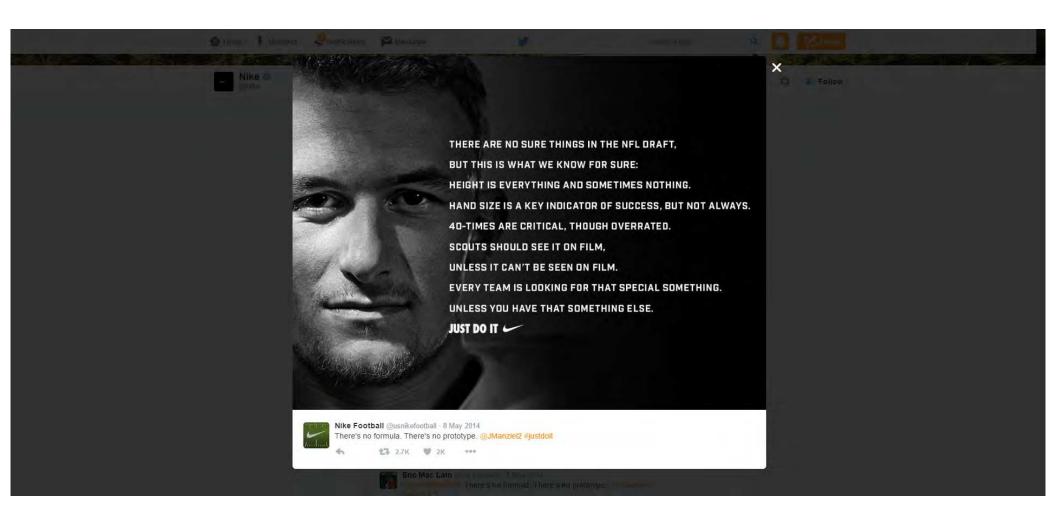
EXHIBIT E-5



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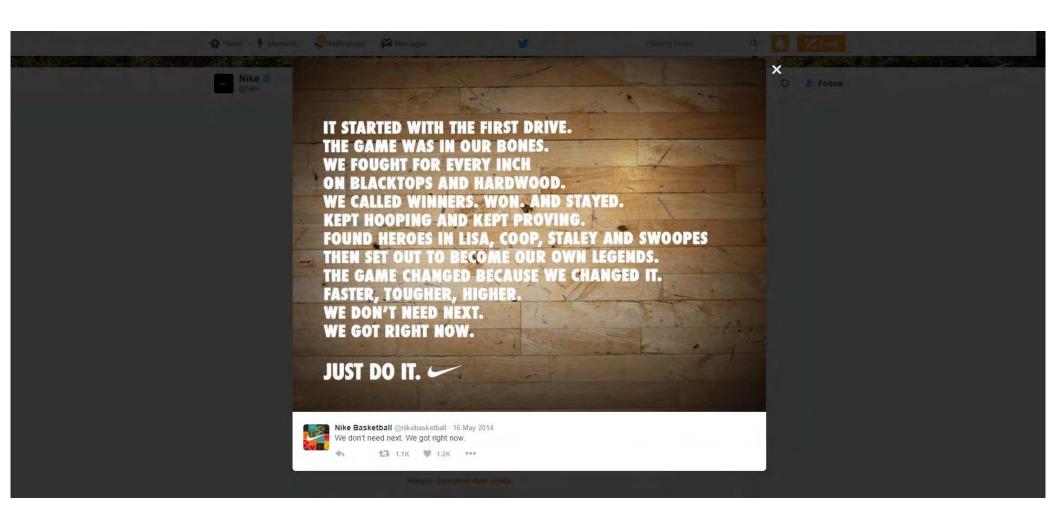


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Nike (@Nike) | Twitter Document title: Capture URL: https://twitter.com/nike Capture timestamp (UTC):

Friday, Jan 22 2016, 21:23:42



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Nike (@Nike) | Twitter https://twitter.com/nike Friday, Jan 22 2016, 21:21:34



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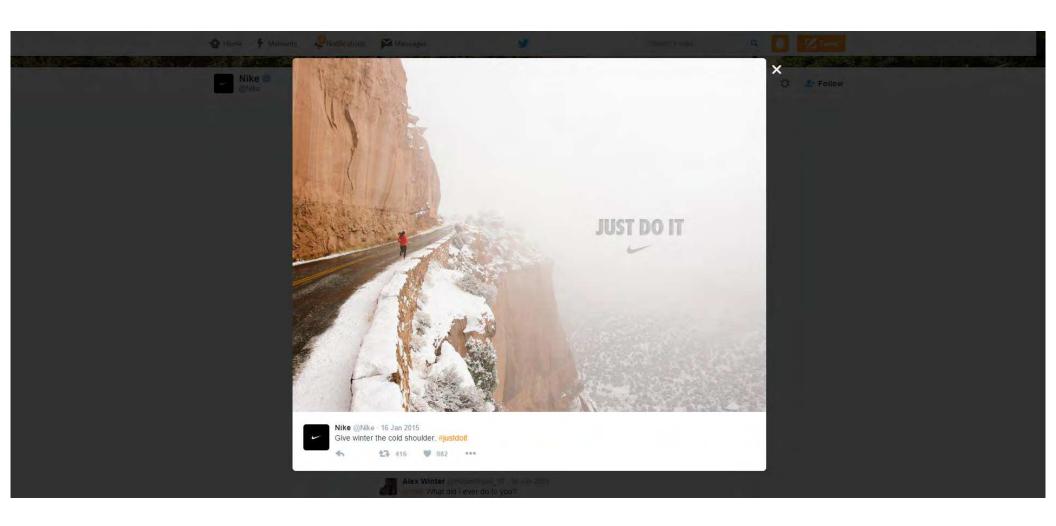


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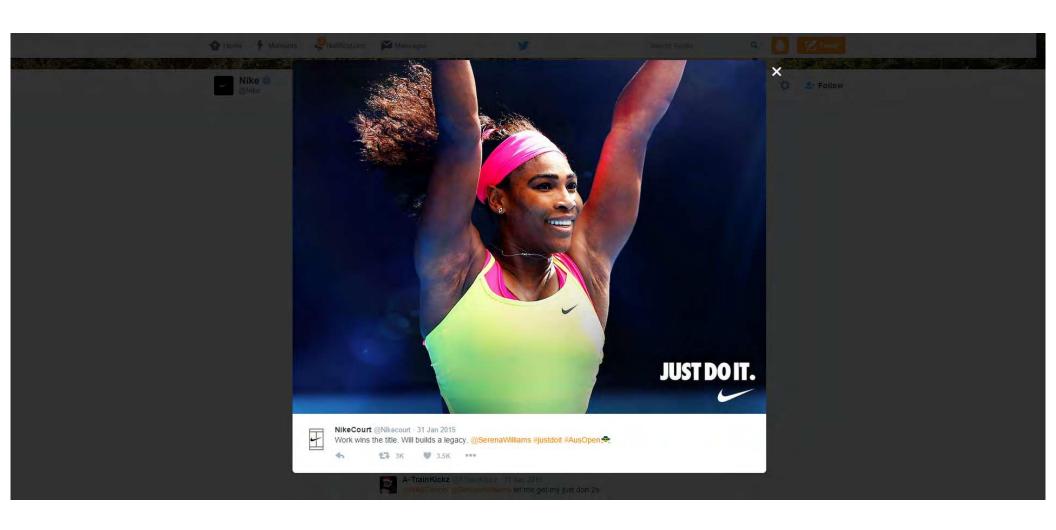
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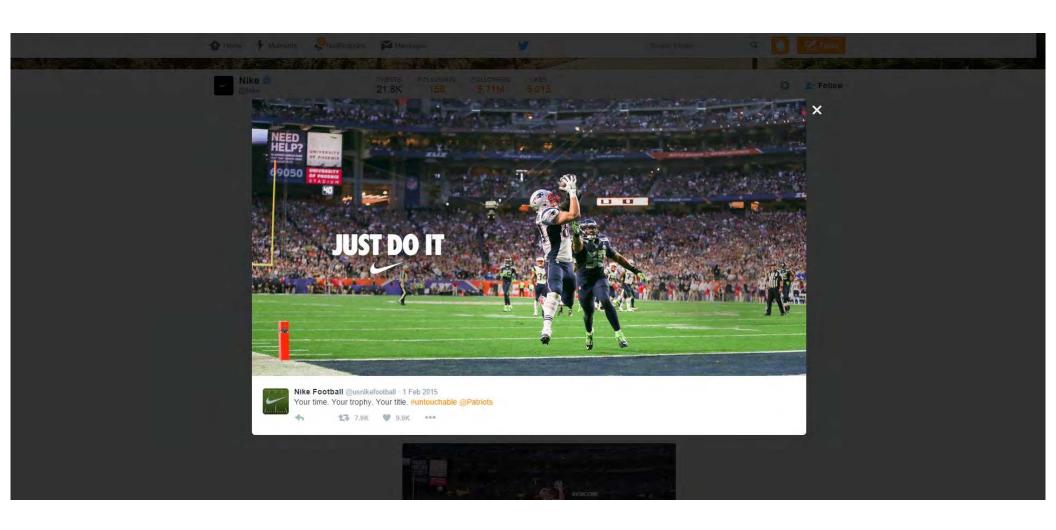
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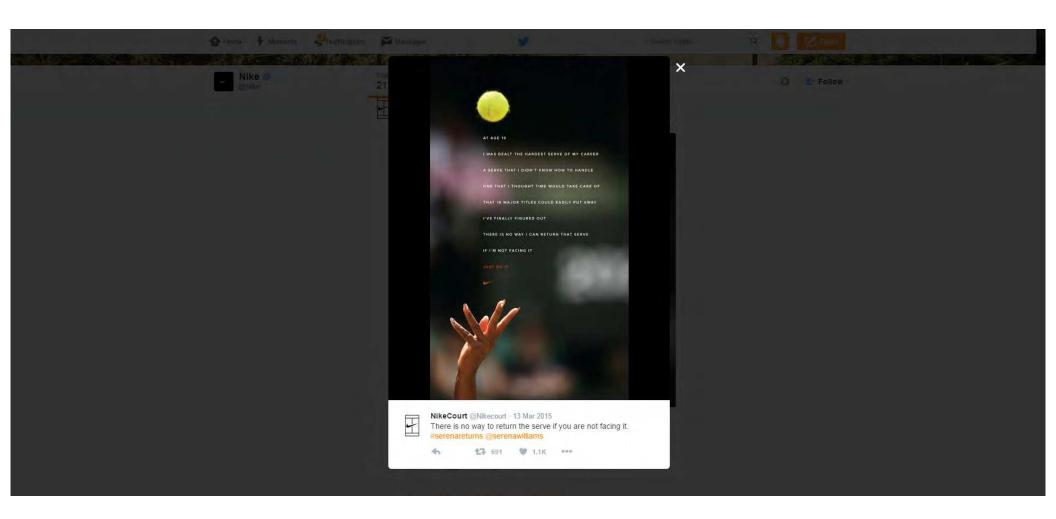


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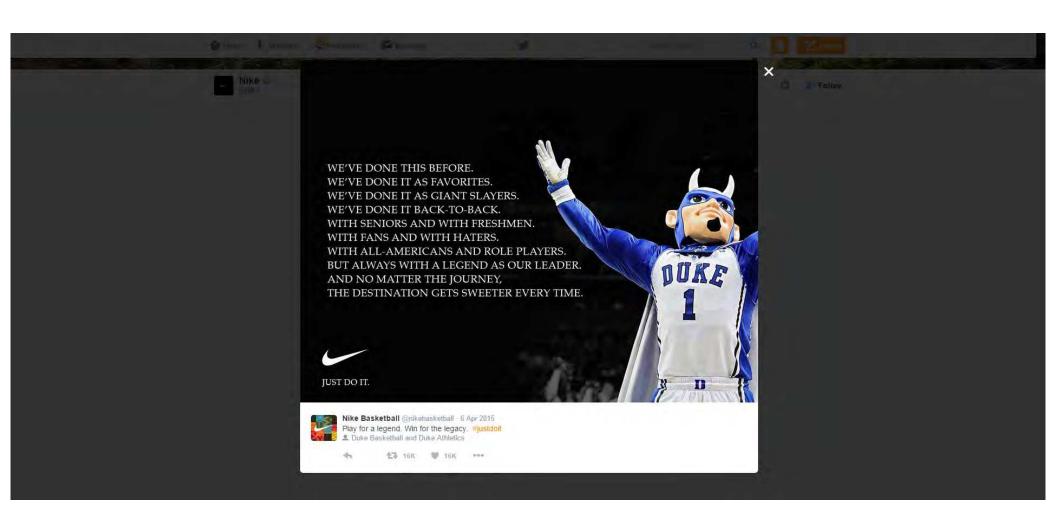
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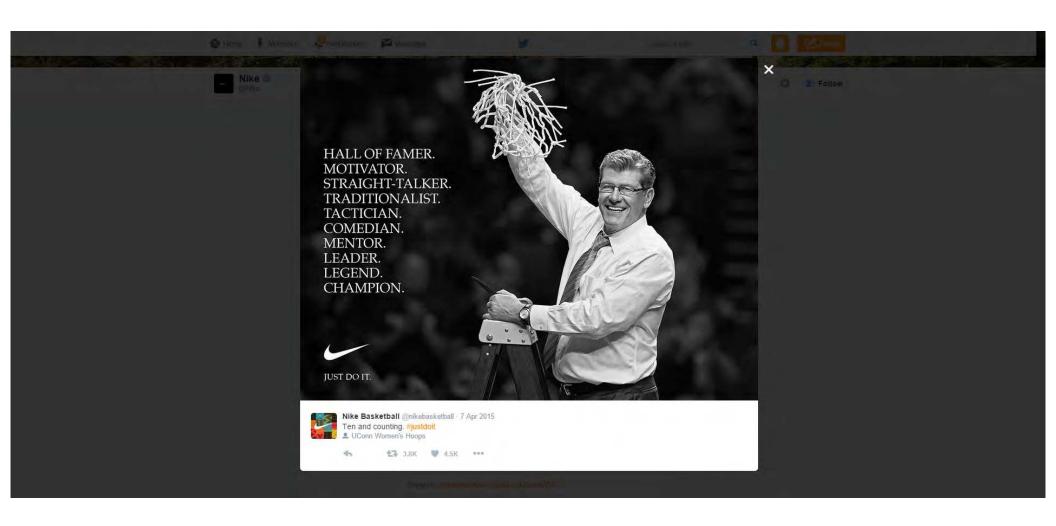
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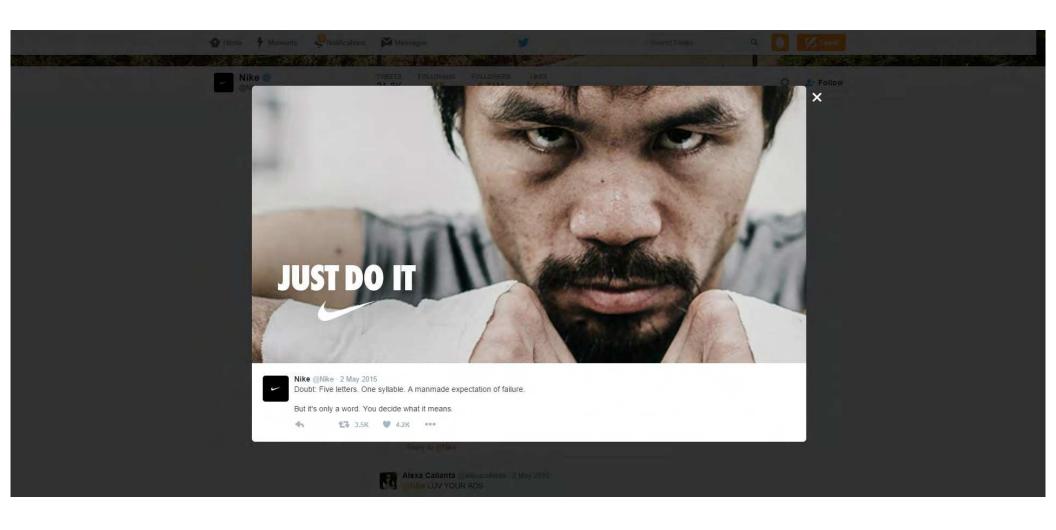
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

)
NIKE, INC.,)
Opposer,) Opposition No. 91221511
VS.) Application No. 86330661
CAPITAL E FINANCE CO, LLC, Applicant.) MARK: JUST DID IT)
••)

DECLARATION OF NATHAN KAPPES

EXHIBIT E-6

OUR WORK S

SERVICES -

CLIENTS -

RESOURCES

BLOG



10 Best Corporate Taglines & Slogans of All Time

November 13, 2014

Tweet



Why Do We Ask "Why?"

The Growth of Pinterest & Instagram for Social Advertising

Meeting Future Digital Needs Requires Agility From Brands

Pinterest Buyable Pins Get Green Light

For Startups: Marketing Should be Sniper, Not Shotgun

Need Better Retail Sales? Google's New Feature Can Help

Brands Continue to Play Up Nostalgia to Win Young Consumers

Being Transparent in Marketing

5 Reasons Why Enthusiastic Consumers are a Gift to Brands

10 Things Your Business Needs to Stop Doing in Social Media

Marketing Deals Your Business Will Love

Twitter Rolling Out True Autoplay Feature Soon

Why It's So Important to Review & Edit Everything

7 Manageable Steps for Successful Blogging

Facebook Makes Brand Page Posts Less Visible... Again

--Geoff Fuller

History is filled with a lot of great things. Some of those things are corporate slogans. We all can remember those slogans we've heard in ads on TV or radio throughout our lives. Some of the slogans we heard used in ads as kids are still being used 20-30 years later.

Here are the 10 best slogans of all time, according to our *professional* copy writers.

1. A diamond is forever. This slogan, used by De Beers Diamond Company since 1938, has become one of the most recognized and memorable slogans of all time, especially in the diamond industry. It was the headline for a marketing campaign, one that has been regarded as one the longest running in history. It carries a certain timeless, romantic notion about it like it was ripped out of Casablanca.



- 2. Just do it. Since 1988, Nike has been using this iconic slogan as a way to encourage its target markets to be active. At the time, the struggling sportswear business launched this slogan with its advertising, which resulted in their immense success. Our creative marketing agency loves this one because it instills a sense of determination and a "go-getter" attitude with 3 simple words. If you are an advertising purist, you would say this is actually a tagline, not a slogan.
- **3. Got milk?** The ad campaign launched in 1993 to promote the California Milk Processor Board as way to encourage people to drink more milk. The ads often showed celebs in wearing milk mustaches. What is great about the slogan is that it carried so much weight and showed

people that direct, short slogans could be just as effective as complex ones; it is incredibly easy to remember.

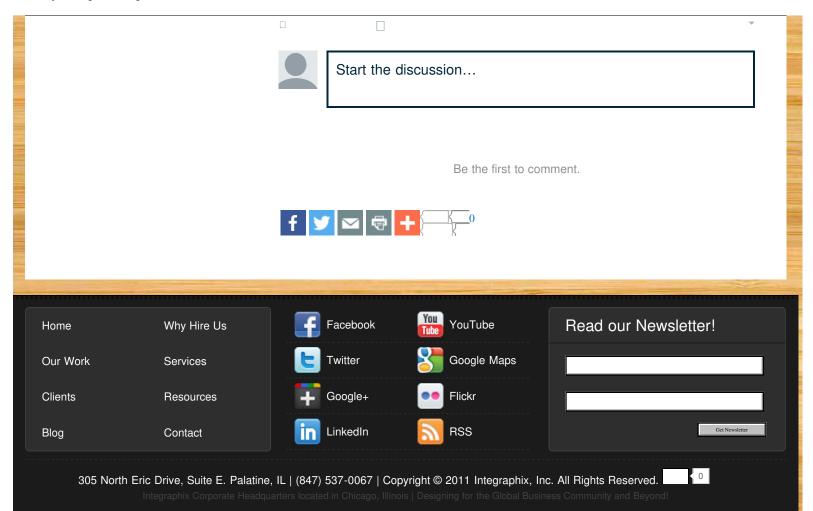
- **4. Where's the Beef?** We have all likely seen this TV ad from Wendy's with the old woman who is shocked at the tiny size of patties other chains used. The ad, created by Saatchi & Saatchi in the 80s, caught on like wildfire, spurring people to use the question for anything that was lacking substance.
- **5. Great taste. Less filling.** This slogan was launched by Miller Lite, created by McCan-Erikson Worldwide in 1975, and launched Miller Lite ahead of its class. Many lite beers at the time were regarded as less tasty due to their weaker bodies to accommodate the fewer calories. Miller Lite showed that you could have the best of both worlds in their ad, showing two hunky, muscular guys doing manly things.
- **6. Don't leave home without it.** The classic slogan from American Express, launched in 1975, has become a memorable line for businesses, especially those in the financial sector. The point of the slogan was to make traveler's cheques and credit cards something that everyone needed to remember when they left home, just like their house keys.
- 7. Melts in your mouth, not in your hands. The best line in the candy industry, according to our *creative marketing team*. It broke the vision that chocolate was not something we ate cleanly. Parents had to wash their children's faces and hands after eating chocolate but not with M&Ms! The slogan, created by *ad copy writer* Rosser Reeves in 1954, has stood the test of time and transcended generations of consumers.
- 8. Does she... or doesn't she? The great thing about this slogan is that it is the very question people have when they look at someone that is beautiful yet does not clearly wear makeup, or in this case, hair dye. Clairol launched the slogan in 1957 when they sought to launch hair dyes that were natural colored.
- **9. Like a good neighbor, State Farm is there!** This slogan is memorable because of its nice tune. We know that a good neighbor is priceless; they don't give you trouble, they are there when you need them (like to babysit, housesit, or get your mail when on vacation), they treat you like family, etc. Kudos to you, State Farm!
- 10. We try harder. Sure, any company can "try hard" but the great ones go the extra mile. Avis Rent-a-Car launched the slogan in 1963 that was created by DDB. DDB believed that Avis should switch their focus to customer service. Avis poked fun at the slogan in some of their ads when they posed the question, "What if our slogan was 'We try hard'?" And then showed a less than pleasant car rental service.

There are other incredible slogans and taglines that did not make the list but are not discounted in quality. As an *ad agency*, we love looking back at what preceded current ads and slogans, both for inspiration and what not to do.

Does your business need an ad or slogan that will help it stand out and that will last? Then *contact Integraphix*! Our team of creatives will create the promotions for your business that help it move from the runt of the litter to a pack leader.

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)
NIKE, INC.,)
Opposer,) Opposition No. 91221511
VS.) Application No. 86330661
CAPITAL E FINANCE CO, LLC,) MARK: JUST DID IT
Applicant.)

DECLARATION OF NATHAN KAPPES

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CASE STUDIES SOFTWARE ABOUT PARTNERS PRICING **BLOGS**











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June 26, 2015 // 8:00 AM

12 of the Best Marketing and Advertising Campaigns of All Time

Written by Lindsay Kolowich | @lkolo25



I've always been a little leery of proclaiming anything "the best." I never declared anyone my best friend as a kid because I was afraid my other friends might assume I thought less of them.

So it was a little difficult for me to come up with just one "best" marketing campaign of all time -- which is why there are 12 in this post instead.



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Why are these 12 marketing campaigns some of the best of all time? Because of the impact they had on the growth of the brand, and because they manage to hit on some universal truth that allows us to remember these campaigns years after they first began. In fact, some of us might not have even been alive when these campaigns first aired!

Click here to download more examples of great marketing and advertising campaigns.

So here they are, in no particular order (but feel free to let us know which one is your favorite in the comments) -- 12 of the best marketing and advertising campaigns of all time, and the lessons we can learn from them.

12 of the Best Marketing & Ad Campaigns (And What Made Them Successful)

1) Nike: Just Do It.



Image Credit: brandchannel

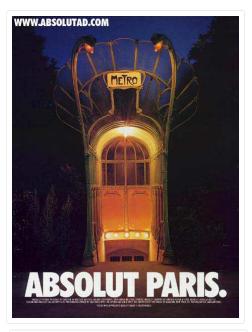
Did you know that, once upon a time, Nike's product catered almost exclusively to marathon runners? Then, a fitness craze emerged -- and the folks in Nike's marketing department knew they needed to take advantage of it to surpass their main competitor, Reebok. (At the time, Reebok was selling more shoes than Nike). And so, in the late 1980s, Nike created the "Just Do It." campaign.

It was a hit.

In 1988, Nike sales were at \$800 million; by 1998, sales exceeded \$9.2 billion. "Just Do It." was short and sweet, yet encapsulated everything people felt when they were exercising -- and people still feel that feeling today. Don't want to run five miles? Just Do It. Don't want walk up four flights of stairs? Just Do It. It's a slogan we can all relate to: the drive to push ourselves beyond our limits.

So when you're trying to decide the best way to present your brand, ask yourself what problem are you solving for your customers. What solution does your product or service provide? By hitting on that core issue in all of your marketing messaging, you'll connect with consumers on an emotional level that is hard to ignore.

2) Absolut Vodka: The Absolut Bottle



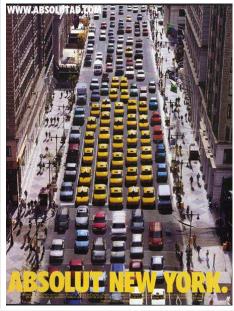


Image Credit: Burning Through Journey Blog

Despite having no distinct shape, Absolut made its bottle the most recognizable bottle in the world. Their campaign, which featured print ads showing bottles "in the wild," was so successful that they didn't stop running it for 25 years. It's the longest uninterrupted ad campaign ever and comprises over 1,500 separate ads. I guess if it ain't broke, don't fix it.

When the campaign started, Absolut had a measly 2.5% of the vodka market. When it ended in the late 2000s, Absolut was importing 4.5 million cases per year, or half of all imported vodka in the U.S.

So what's a marketer's lesson here? No matter how boring your product looks, it doesn't mean you can't tell your story in an interesting way. Let me repeat: *Absolut created 1500 ads of one bottle.* Be determined and differentiate your product in the same way.

3) Miller Lite: Great Taste, Less Filling

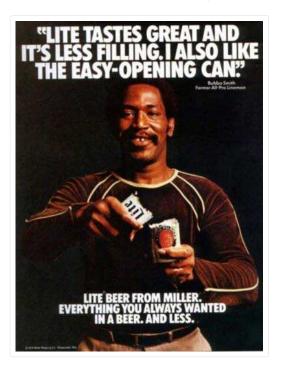


Image Credit: BuildingPharmaBrands blog

Think it's easy to create a whole new market for your product? The Miller Brewing company (now MillerCoors) did just that with the light beer market -- and they dominated it. The goal of the "Great Taste, Less Filling" campaign was getting "real men" to drink light beer, but they were battling the common misconception that light beer can never actually taste good. Taking the debate head-on, Miller featured masculine models drinking their light beer and declaring it great tasting.

For decades after this campaign aired, Miller Lite dominated the light beer market they'd essentially created. What's the lesson marketers can learn? Strive to be different. If people tell you there isn't room for a product, create your own category so you can quickly become the leader.

4) Volkswagen: Think Small



Image Credit: design shack

Many marketing and advertising professionals like to call Volkswagen's "Think Small" campaign the gold standard. Created in 1960 by a legendary advertising group at Doyle Dane & Bernbach (DDB), the campaign set out to answer one question: How do you change peoples' perceptions not only about a product, but also about an entire group of people?

See, Americans always had a propensity to buy big American cars -- and even 15 years after WWII ended, most Americans were still not buying small German cars. So what did this Volkswagen advertisement do? It played right into the audience's expectations. *You think I'm small? Yeah, I am.* They never tried to be something they were not.

That's the most important takeaway from this campaign: Don't try to sell your company, product, or service as something it's not. Consumers recognize and appreciate honesty.

5) Marlboro: Marlboro Man

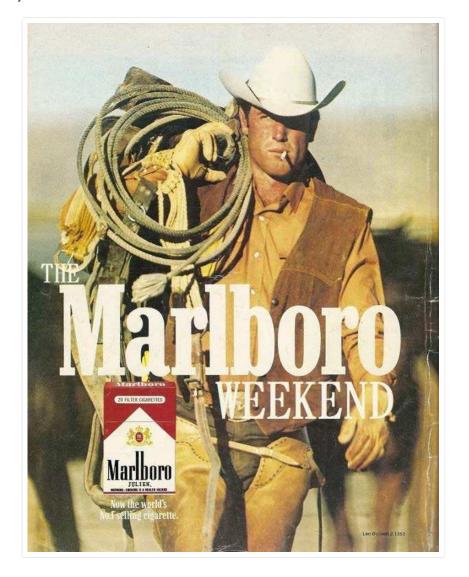


Image Credit: CopyPress

The Marlboro Man ads, which began running as early as 1955, represented the power of a brand when it creates a lifestyle around its product. Want to be free? Want to be a man? Want to be on the open range? That was the very definition of a Marlboro Man. The ads were effective because they captured an ideal lifestyle to which many men aspired at the time.

The lesson here? Remember that whatever you're selling needs to fit somehow into your audience's lifestyle -- or their idealized lifestyle.

6) California Milk Processor Board: Got Milk?

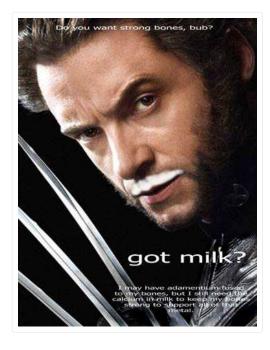


Image Credit: Broward Palm Beach New Times

Thanks to the California Milk Processor Board's "Got Milk?" campaign, milk sales in California rose 7% in just one year. But the impact ran across state borders, and to this day, you still can't escape the millions of "Got [Fill-in-the-Blank]?" parodies.

Note, though, that the ad didn't target people who *weren't* drinking milk; but instead focused on the consumers who already were. The lesson here? It's not always about getting a brand new audience to use your products or services -- sometimes, it's about getting your current audience to appreciate and use your product more often. Turn your audience into advocates, and use marketing to tell them why they should continue to enjoy the product or service you are already providing for them.

7) Dove: Real Beauty



Image Credit: Coull.com

"Imagine a world where beauty is a source of confidence, not anxiety." That's the tagline for Dove's "Real Beauty" campaign, which has been turning heads since its launch in 2004. It's a simple but effective approach to persona marketing: They created ads around a topic they knew was sensitive but meaningful to their customers.

For example, in their Real Beauty Sketches campaign, they created ads around a social experiment in which an FBI-trained sketch artist was asked to draw a female volunteers twice: First, as each woman described herself and the second time, as a random stranger described her. The images that were drawn were completely different, and Dove accompanied this finding with a compelling statistic that only 4% of women around the world consider themselves beautiful.

The results? The different videos showing Dove's sketches were viewed more than 114 million times, shared 3.74 million times, uploaded in 25 languages, and seen in 110 countries. The PR and blogger media impression amounted to over 4 billion. It clearly resonated with their audience -- and people were touched both by the ads and by the statistics Dove used to back up their message.

8) Apple: Get a Mac



Image Credit: Fox News

While there have been many great Apple campaigns, this one takes the cake. The Mac vs. PC debate ended up being one of the most successful campaigns ever for Apple, and they experienced 42% market share growth in its first year. The campaign tells Mac's audience everything they need to know about their product without being overt -- and they did it in a clever way.

A key takeaway here? Just because your product does some pretty amazing things doesn't mean you need to hit your audience over the head with it. Instead, explain your product's benefits in a relatable way so consumers are able to see themselves using it. (And if you're curious about Microsoft and Apple's ad wars through history, check out this blog post.)

9) Clairol: Does She or Doesn't She?



Image Credit: Current360

The first time Clairol asked this question in 1957, the answer was 1 to 15 -- as in, only 1 in 15 people were using artificial hair color. Just 11 years later, the answer was 1 of 2, according to *TIME Magazine*. The campaign was apparently so successful that some states stopped requiring women to denote hair color on their driver's license. When your ad campaign starts changing things at the DMV, you know you've hit a nerve.

Clairol did the opposite of what most marketers would do: They didn't want every woman on the street running around saying they were using their product. They wanted women to understand that their product was so good that people wouldn't be able to tell if they were using it or not.

The lesson here: Sometimes, simply conveying how and why your product works is enough for consumers. Showing becomes more effective than telling.

10) De Beers: A Diamond is Forever



Image Credit: BBC News

In 1999, AdAge declared De Beers' "A Diamond is Forever" the most memorable slogan of the twentieth century. But the campaign, which proposed (pun very much intended) the idea that no marriage would be complete without a diamond ring, wasn't just riding on the coattails of an existing industry. De Beers actually built the industry; they presented the idea that a diamond ring was a necessary luxury.

According to the *New York Times*, N.W. Ayer's game plan was to "create a situation where almost every person pledging marriage feels compelled to acquire a diamond engagement ring."

The lesson here? Marketing can make a relatively inexpensive product seem luxurious and essential.





Image Credit: Coloribus

The very first part of Old Spice's "The Man Your Man Could Smell Like" campaign, created by Wieden + Kennedy and launched in February 2010, was the following commercial. It

became a viral success practically overnight:



That video has over 51 million views as of this writing. Several months later, in June 2010, Old Spice followed up with a second commercial featuring the same actor, Isaiah Mustafa. Mustafa quickly became "Old Spice Guy," a nickname Wieden + Kennedy capitalized on with an interactive video campaign in which Mustafa responded to fans' comments on Facebook, Twitter, and other social media websites with short, personalized videos.

In about two days, the company had churned out 186 personalized, scripted, and quite funny video responses featuring Mustafa responding to fans online. According to Inc, these videos saw almost 11 million views, and Old Spice gained about 29,000 Facebook fans and 58,000 new Twitter followers.

"We were creating and sending miniature TV commercials back to individual consumers that were personalized, and we were doing it on a rapid-fire basis," Jason Bagley, creative director at Wieden + Kennedy and a writer for the campaign, told Inc. "No one expects to ask a question and then be responded to. I think that's where we broke through."

The lesson here? If you find your campaign's gained momentum with your fans and followers, do everything you can to keep them engaged while keeping your messaging true to your brand's voice and image.

12) Wendy's: Where's the Beef?



Image Credit: AdSoft Direct

Is it enough to say this campaign was successful because it featured a giant hamburger bun and a cute set of old ladies? No? I didn't think so.

Wendy's took a more gutsy approach in this marketing campaign: They targeted their competitors. The simple phrase "Where's the beef?" was used to point out the lack of beef in their competitors' burgers -- and it quickly became a catch phrase that encapsulated all that was missing in their audience's lives.

While you can't predict when a catchphrase will catch on and when it won't, Wendy's (wisely) didn't over-promote their hit phrase. They only ran the campaign for a year, and allowed it to gently run its course. The lesson here: Be careful with your campaigns' success and failures. Just because you find something that works doesn't mean you should keep doing it over and over to the point it's played out. Allow your company to change and grow, and you may find that you can have even greater success in the future by trying something new.

What do you think are the best marketing campaigns of all time? Share your favorites with us in the comment section.

Editor's Note: This post was originally published in May 2012 and has been updated for freshness, accuracy, and comprehensiveness.



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Advertising Slogan Hall of Fame

The Advertising Sogan Hall Of Fame recognises excellence and best practice in advertising, benchmarking creativity - identifying the best in branding. The Advertising Slogan Hall of Fame now recognizes 125 lines as members, ranging from 'Let your fingers do the walking' to 'Heineken refreshes the parts other beers cannot reach,' to 'We try harder,' to 'If you've got it, flaunt it.'

SLOGAN	ADVERTISER	AD AGENCY	YEAR	VIEW AD	MEDIA STILL
Access. Your flexible friend.	Access		1978	Q •	Access gives you access to all sorts of things.
Impossible is nothing	Adidas	TBWA / 180 Amsterdam	2004		IMPOSSIBLE IS NOTHING
Plop, plop, fizz, fizz, oh what a relief it is. 'Plink, plink, fizz, fizz.'	Alka Seltzer	Jack Tinker & Partners	1953	Q •	Deek the halls with plop plop first fram the halls and halls with plop plop first fram the halls albeit and high states and halls albeit albeit and halls albeit albeit albeit and halls albeit a
You're in good hands with Allstate.	Allstate	Allstate / Leo Burnett	1950	Q •	WHERE DID THE RED TAPE GO? Not the state of
Don't leave home without it.	American Express	Ogilvy & Mather	1975	Q •	



Ad						What I make the
	Think different.	Apple Macintosh	TBWA Chiat/ Day	1997	Q ©	Think different.
	Reach out and touch someone.	AT&T	N W Ayer	1979	Q O	The more you have the before we could be a second of the s
	Vorsprung Durch Technik.	Audi	ВВН	1982	Q ©	MANY JAO'S ASKETT THE MEANONS OF SCREPTISM, INCREMENTS, INCREMENTS, SELVICE TO YOUTH ASK. THE ALTER ALTER AS A SCREENING BEAUTH TRUNCKS.
	We try harder.	Avis Rent A Car	Doyle Dane Bernbach	1962	Q •	Will the longithonomerating on Artis? To be a second or a second
	Ah! Bisto	Bisto		circa 1919	Q •	BISTO FOR ALL MEAT DISHES
	The ultimate driving machine.	BMW	Ammirati & Puris	1975	Q ©	The utimate driving machine
	The quick picker upper.	Bounty	Dancer- Fitzgerald- Sample	1960	Q •	
Ad	When you got it, flaunt it.	Braniff Airlines	Lois Pitts Gershon Pon	1967		

Ad						Andy Warhol and Sonny Liston always fly on Braniff, (When you got it-flaunt it.)
	The world's favourite airline.	British Airways	Saatchi & Saatchi	1983	Q •	The state of the s
	It's good to talk.	British Telecom/BT	Abbott Mead Vickers/ BBDO	1994	Q O	
	A little dab'll do ya.	Brylcreem	Kenyon & Eckhardt	1949	Q •	BRYLCREEM VOU right on top BRYLCREEM YOUR MAIR
	Have it your way.	Burger King	BBDO	1973	Q •	Have it your way kind
	Are you a Cadbury's Fruit & Nut case?	Cadbury's Fruit & Nut	Young & Rubicam	1978	Q O	Carrier Struct
	And all because the lady loves Milk Tray.	Cadbury's Milk Tray	Leo Burnett	1968	Q ©	
	Calgon, take me away.	Calgon	Ketchum	1970s	Q •	take me away
Ad	I'd walk a mile for a Camel.	Camel	N W Ayer	1921		

Ad						I'd walk a mile for a Camel I'd was not show in a mile for a camel I'd was not show in a mile for a camel I'd was not show in a mile for a camel Camel
	M'm! M'm! Good!	Campbell's Soup	BBDO	1935	Q O	Manda Manda
	I bet he drinks Carling Black Label.	Carling Black Label	WCRS	1986	Q •	Carling Black Label
	Probably the best lager in the world.	Carlsberg	Saatchi & Saatchi	1973	Q •	28 years old and still going strong.
	Australians wouldn't give a XXXX for anything else.	Castlemaine XXXX	Saatchi & Saatchi	1984	Q •	AUSTRALIANS WOULDN'T ONE A XXXX FOR ANYTHING ELSE.
	Please don't squeeze the Charmin.	Charmin	Benton & Bowles	1964	Q O	Charmin
	The Citi never sleeps.	Citibank	Wells, Rich, Greene	1976	Q •	The CITI Never Sleeps* CITIBANC* 1-800-321-CIT1
	Does she or doesn't she?	Clairol	Foote Cone & Belding	1964		
Ad						Does she Sor throsen she?
	The antidote for	Club Med	Ammirati & Puris	1982		AdSlogans

	civilization.					
	It's the real thing	Coca Cola	McCann- Erickson	1969		It's the real thing.
	The pause that refreshes.	Coca-Cola		1929		The good old pause that refreshes Coulons are strong to the second of th
	Simples	Comparet hemarket.com	VCCP	2009	Q •	FOR EAST WAY TO CONTROL OF THE PROPERTY OF T
	It's what your right arm's for.	Courage Tavern Ale	BMP. DDB			AdSlogans
	Look, Ma, no cavities!	Crest	Benton & Bowles	1958	Q O	*Look, Mom—no cavities!* *The state of the
	A diamond is forever.	De Beers Consolidated	N W Ayer	1948	@ •	a diomentic from
Ad	The last place you want to go	Dixons	M&C Saatchi, London	2009		Step into middle England's best loved department store, stroll through haberdashery to the audio visual department where an avfully well brought up young man will bend over backwards to find the right TV for you have get a decease and the right and buy it.
	Go to work on an egg.	Egg Marketing Board	Mather & Crowther	1957	Q ©	

						Go to work on an egg
	Put a tiger in your tank.	Esso	McCann- Erickson	1964	Q ©	PUT A TIGER IN YOUR TANK!
	When it absolutely, positively has to be there overnight.	Federal Express	Ally & Gargano	1982	Q ©	When it absolutely, positively has to be there overnight. Ann arms, althoughout, and lately subject to tenderion in an Service Golds.
	Cats like Felix like Felix.	Felix	BMP. DDB	1989	Q ©	
	Hand-built by robots.	Fiat Strada	Collett Dickenson Pearce & Partners	1979	Q ©	Handbuilt by robots. The Strate.
	No FT, no comment.	Financial Times		1982	Q ©	Sharp insight, strong opinion, three letters.
Ad	Capitalist tool.	Forbes		1979		Black boxes are too important to be left to the experts. Your fast, your company life, manuscript will depend to manuscript will depend to manuscript will depend to manuscript will depend to manuscript will be a second to the
	Say it with flowers.	FTD (Interflora)	The Company	1917		THE DAY OF DAYS WITH FLOWERS (the based of the product of the prod

	The Best a Man Can Get	Gillette	BBDO	1989		
	Say no to no say.	Greater London Council	Boase Massimi Pollitt Univas	1984		MAGINE MORE TO THE COMMENT OF THE COMME
Ad	Guinness is good for you.	Guinness	S H Benson	1929		GUINNESS is good for you
	My goodness, my Guinness!	Guinness	S H Benson	1936		My Goodness My GUINNESS
	Don't be vague. Ask for Haig.	Haig Scotch Whisky	Lord & Thomas	1934		Say when.
	When you care enough to send the very best.	Hallmark	Foote, Cone & Belding	1934	Q ©	Service of the servic
	Happiness is a cigar called Hamlet.	Hamlet	Collett Dickenson Pearce & Partners	1960	Q _O	Plage in the second in the sec
	If you want to get ahead, get a hat.	Hat Council		1934		

						If you want to get ahead GET A HAT!
	We answer to a higher authority.	Hebrew National	Scali, McCabe & Sloves	1975	Q O	HEBREW
	Heineken refreshes the parts other beers cannot reach.	Heineken	Collett Dickenson Pearce & Partners	1974	Q ©	Basishis solution for party other beauty counter starts.
	Beanz meanz Heinz.	Heinz Baked Beans	Young & Rubicam	1967	Q O	BEANZ MEANZ HIBBZ
	I think, therefore IBM.	IBM	GGK	1988	Q O	1 think, therefore IBM.
Ad	Grace space pace	Jaguar	Nelson Advertising	1950s		JAGUAR
	Nothing runs like a Deere.	John Deere	Gardner	1972	Q ©	Among Samu La A Loon 1803 Min 7 ha
	Snap! Crackle! Pop!	Kellogg's Rice Krispies	J Walter Thompson	1932	Q •	Character State Control of Contro
	Finger lickin' good.	KFC	Ogilvy & Mather	1952	Q ©	We fix Sunday dinner on Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, and Sunday

	L				
We all adore a Kia-Ora.	Kia-Ora	BMP. DDB		Q •	
Have a break. Have a Kit - Kat.	Kit Kat	J Walter Thompson	1957	Q •	Have a break have a Kit Kat
You can break a brolly but you can't k- nacker a Knirps.	Knirps	Gold Greenlees Trott	1981	Q O	Kaiye
Betcha can't eat just one.	Lay's	BBDO	1981	Q ©	Bricha cant out just one.
You don't have to be Jewish to love Levy's.	Levy's Rye Bread	Doyle Dane Bernbach	1967		You don't have to be Jewish to love Levy's real hands fly.
Because I'm worth it.	L'Oreal	IIon Specht, McCann- Erickson, New York	1973	Q •	PULP IT UP! ROUGH PULP ROUGH
The milk chocolate melts in your mouth, not in your hand.	M& Ms	Ted Bates	1954	Q ©	THE MAN CONTINUE MICES HE WAS INCOME AND THE MICES HE WAS INCOME AND THE MICES OF MICES AND MICES.
Did you Maclean your teeth today?	Macleans	Ogilvy Benson & Mather Ltd	1938		MACLEAN West testifs feature before the second feature before the seco
A Mars a day helps you work, rest and play.	Mars	D'Arcy Masius Benton & Bowles	1965	Q ©	Martin day bags ya

There are some things money can't buy. For everything else, there's MasterCard	Mastercard	McCann Erickson	1997		
Good to the last drop.	Maxwell House		1915	Q Q	It's Maxwell House Ceffso Time!
Maybe she's born with it. Maybe it's Maybelline	Maybelline	Lintas	1991		MAYBELLIE
Tastes so good cats ask for it by name.	Meow Mix	Della Femina Travisano	1976	Q •	
Merrill Lynch is bullish on America.	Merrill Lynch	Ogilvy & Mather	1973	Q O	BULLISH ON AMERICA 1.800 MERILL ANTHEFFEL NI CAN
Safety fast.	MG		1933		MIDGET to our right our source to the service of th
Where do you want to go today?	Microsoft	Microsoft		Q O	you a
Got Milk?	Milk (California Milk Processor Board)	Goodby, Silverstein & Partners	1993	Q ©	The state of the s
Milk's gotta	Milk Marketing Board	ABM (Allen	1982	Q (

	lotta bottle.		Brady and Marsh)			Scotta lotta botta
	It's Miller time!	Miller	McCann Erickson		Q ©	MILLER TIME
	When it rains, it pours!	Morton Salt		1911		MORTON SALT
Ad Repo	Lick the lid of life	Muller	TBWA London	2007/ 08	Q ©	Lick the lid of life
	I love New York.	New York	Wells, Rich, Greene	1977	Q _O	1-800-LOVE NY I♥NY Panasonic
	Just do it.	Nike	Wieden & Kennedy	1987	Q ©	Mass Boot
	The future's bright. The future's Orange.	Orange	WCRS	1994	Q •	SDOCK were a seen comprehensive for the relief counter and the relief counter and the relief counter for the relie
	Ask the man who owns one.	Packard	Austin Bement, Inc.	1925		TAKEN MANAGEMENT V NONE TO ANGLE MANAGEMENT OF THE PROPERTY O
	Preparing to be a beautiful lady.	Pear's Soap				Dotter severe grow dever- MISS PEARS 1962 A Part of the severe grow dever- MISS PEARS 1962 A Part of the severe grow dever- MISS PEARS 1962 A Part of the severe grow dever- MISS PEARS 1962

It's a bit of an animal	Peperami	Lowe Lintas	1993		
Lipsmackin' thirstquenchin' acetastin' motivatin' goodbuzzin' cooltalkin' highwalkin' fastlivin' evergivin' coolfizzin' Pepsi.	Pepsi Cola	Dave Trott, BMP	1974	Q •	Lipsmackinthirst quenchinacetast inmotivatingood buzzincooltalkin highwalkinfastlivin evergivincoolfizzin
You'll wonder where the yellow went when you brush your teeth with Pepsodent.	Pepsodent	Foote, Cone & Belding	1956	Q ©	
It takes a tough man to make a tender chicken.	Perdue	Scali, McCabe & Sloves	1972	Q ©	ATOUGH MAN TO MAKE ATENDER CHICKEN
Sometimes you feel like a nut, sometimes you don't.	Peter Paul Mounds	Dancer- Fitzgerald- Sample	1953		AdSlogan
It's a lot less bovver than a hover.	Qualcast Concord	WCRS	1985	Q O	If you've gat a bover menor were
If it's on, it's in.	Radio Times	MCBD	1991		AdSlogan
I liked it so much I bought the company.	Remington		1979	Q ©	
Does exactly what it says on the tin	Ronseal	HHCL	1994		The street of th
No child born to die	Save The Children	Adam & Eve	2011	Q ©	
SchhhYou-	Schweppes		1962	Q ©	

Know-Who.					
The Uncola.	Seven Up/ 7 Up	J Walter Thompson	1973		There's no cola like The Uncola
You can be sure of Shell.	Shell Oil		1982	Q O	THESE MEN USE SHELL
It's a Skoda. Honest.	Skoda	Fallon	2000	Q ⊙	
Wot alot Igot!	Smarties	JWT	1961	Q •	Smartless wordshippit
For mash, get Smash.	Smash	Boase Massimi Pollitt Univas	1978	Q ⊙	
Should've gone to Specsavers	Specsavers	Specsavers Creative	2003		Distance and indicated
Children's shoes have far to go.	Start-Rite Shoes	Stanley Studios	1945		CHILDREN'S SHOOT HOVE FAR TO GOT WITH THE G
Reassuringly	Stella Artois	Lowe Howard-	1981	Q ©	

expensive.		Spink			Sidizo Bibrios
Raise your hand if you're Sure.	Sure	Wells, Rich, Greene	1986	Q ©	AdSlogans
You know when you've been Tango'd.	Tango	HHCL	1994	Q ()	Tango
Every little helps	Tesco	Lowe Howard- Spink	1993		Wast Strakes have a decorate and deep
Labour isn't working	The Conservative Party	Saatchi & Saatchi	1978		LABOUR ISN'T WORKING.
Free enterprise with every copy.	The Economist	AMV. BBDO	1990		Free enterprise with every copy
It is. Are you?	The Independent	Saatchi & Saatchi	1987	Q ©	It is. Are you
A newspaper, not a snoozepaper.	The Mail on Sunday	Lowe Howard- Spink	1988	Q •	A Newspaper. Not a Snoozepaper.
All the news that's fit to print.	The New York Times	Adolph Ochs	1896		Che Actu Jork Cimes The Che State of Che St
Don't just book it. Thomas Cook it.	Thomas Cook	Don White, Executive Creative Director of Benton & Bowles	1984	Q ©	Don't just book it.
It takes a licking and	Timex		1956	Q ©	

Ad	keeps on ticking.					MAZING TEST BY MICKEY MANILE PRUI IMEX WATCHES ARE REALLY RUGGED
	Which twin has the Toni?	Toni	Foote, Cone & Belding	1946		Which Twin has the Toni? Altor TON obserfere fitta free. of a wave can be
	Hello Tosh, gotta Toshiba?	Toshiba	Gold Greenlees Trott	1984	Q •	
	The car in front is a Toyota.	Toyota		1996	Q ©	
	Gets you back to you	Twinings	AMV BBDO	2011	Q •	To pro-
	Fly the friendly skies.	United Airlines	Leo Burnett	1966	Q ⊙	Chicken de court en West Falou leur en en sa Willer Cont.
	Be all you can be.	US Army	N W Ayer	1981	Q O	YOU WIND US WISHING IT ONE WELLOW THAN THE WISH ON THE WISHING THE
Ad	We drink all we can. The rest we sell.	Utica Club	Doyle Dane Bernbach	1965		AdSlogans
	It's everywhere you want to	Visa	BBDO	1988		

	be.					WISA WE SAW THE THE STREET TO BE
	Drivers wanted.	Volkswagen	Arnold Communications	1995	Q •	Constant Steen stanting
	Think Small.	Volkswagen	Doyle Dane Bernbach	1959	Q O	Thirk and. Thirk and.
	What we want is Wat ney's.	Watney's		1950s		WHAT WE WANT ES WATNITS Alors Warning Pole Ao
	Where's the beef?	Wendy's	Dancer- Fitzgerald- Sample	1984	Q •	THE POOR,
	Breakfast of champions.	Wheaties	Blackett- Sample- Gummert	1935	Q •	Complone get many a small hop to end a good broadking?
	You give us 22 minutes, we'll give you the world.	WINS Radio, New York		1965		AdSlogans
Ad	Hello Boys	Wonderbra	TBWA	1995		HELLO BOYS.
	Let your fingers do the walking.	Yellow Pages	Geers Gross	1962	Q •	

					Ear your ringes do the volking!
The appliance of science.	Zanussi	Geers Gross	1981	Q ©	Overwhelmingly underpriced. The new Zamussi Z70 Dishwashen

The information presented on this page is offered in good faith and is correct to the best of our knowledge. If any factual errors have appeared here inadvertently, then we would be pleased to hear from anyone wishing to offer corrections.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

)
NIKE, INC.,)
Opposer,) Opposition No. 91221511
VS.) Application No. 86330661
CAPITAL E FINANCE CO, LLC,) MARK: JUST DID IT
Applicant.)

DECLARATION OF NATHAN KAPPES

EXHIBIT E-9



This deceptively-simple

for delivering on the clipboards and

dealing with my panic. I appreciate it so much. I was able to give them out to employees this morning at our swearing...

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1



advertising slogan was launched by the De Beers Diamond Company in 1938 as the headline for what would become one of longest-running marketing campaigns of all time. Those four little words - a diamond is forever - suggest a sense of timeless, "we'll always have Paris" romance and tie that

romance to the diamonds that De Beers sells. The De Beers Diamond Company remains one of the largest diamond suppliers in the world, possibly because of this solid, sparkly slogan, possibly because customers imagined being part of a love story as great as

Casablanca's.

"Just Do It."

1988, a struggling sportswear company called introduced this memorable line into its advertising and soon catapulted to the front of the pack. The company is called Nike. You might have heard of it. This quality slogan brims with attitude and captures the defiant and determined mentality that's required of successful sports stars. "Just Do It" is a bold statement that inspires athletes to work harder, a no-nonsense call to action that



audiences instantly associate with Nike's <u>apparel</u> and accessories. It also serves as encouragement to customers when they're looking at Nike merchandise, credit card in hand.

3 "Got Milk?"



This ad campaign, created by Goodby Silverstein & Partners, debuted in 1993 as a message from the California Milk Processor Board to encourage people to drink more milk. Its simple tagline was accompanied by witty commercial situations, attractive stars wearing milk mustaches, and stadium cups emblazoned with the short-but-sweet slogan. This campaign demonstrated the power of straightforward messages that

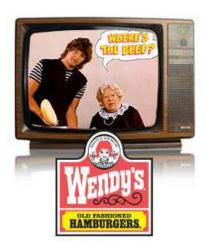
are easy for consumers to remember. It also demonstrated the power of showing beautiful celebrities sporting hilarious milk mustaches in

getting people to believe that milk really does a body good.

4

"Where's the Beef?"

This marketing campaign, created for Wendy's by Saatchi & Saatchi, captured the frustrations of every fast food patron in the 1980s. Although this top-ten tagline was intended to poke fun at competitors' beef-lacking burgers, the catch phrase rapidly became a symbol for everything lacking in substance and quality, from student essays to company budgets. While the campaign ran for only a few years, the wildly popular slogan endured and took on a life of its own.



5 "Great Taste, Less Filling"



Beer might not seem like a difficult sell, but Miller Brewing Company faced an uphill battle when its light brew was initially introduced. For years, beer had been marketed primarily to the more macho corner of the market. How could Miller introduce a concept like low-calorie beer to such a crowd? In 1975, an ad agency called McCann-Erickson Worldwide neatly solved this problem through a few advertisements. The new commercials depicted beefy, athletic men doing what beefy, athletic men were believed to do often in those days: fighting, in this case, over either the "tastes great" side or the "less filling" side of the quality tagline. The struggle allow Miller to maintain its masculine image-hurrah! The slogan also found its way onto Miller merchandise like beer koozies and boxer shorts.

6 "Don't Leave" Home Without It"

American Express launched this campaign, created by Ogilvy & Mather, in 1975. The slogan was intended to establish traveler's cheques and traveler's check cards as essential accessories for daily

life, right up there with the house keys. Since its release, this catchy tagline has been quoted, parodied, and repeated so often that it has worked its way into the American lexicon, with people everywhere holding up important objects and urging friends and family not to leave home without them.



7 "Melts in Your Mouth, Not in Your Hand"



Coined by ad man Rosser Reeves and introduced by M&Ms in 1954, this enduring slogan has real appeal to consumers of all ages. It addresses a problem that every kid faces when she's playing in the sandbox and every parent laments when it's time to do laundry-candy mess. This slogan's simple truth reminds parents and children worldwide what's

so appealing about these tiny treats. Even though M&Ms has since changed product taglines, and it's now creepy to think of the humanized M&M characters melting in people's mouths, audiences still easily recognize and identify this one.

O "Does She... or Doesn't She?"

Clairol first used this mysterious tagline in 1957. In addition from working to liberate women from traditional ideas of beauty (because wearing a hat all the time just produces hat head), it ended up being one of the most successful slogans of all time. Clairol aimed to remove the stigma of hair coloring by introducing a new line of more natural-looking color. The answer to the slogan's question, as written by Foote, Cone & Belding, was: "Hair color so natural, only her hairdresser knows for sure."



Rarely do companies want their products to be unnoticeable. With this tagline, Clairol embraced the mystique.

9 "You're in Good Hands with Allstate"



Sometimes, employees better understand how to present a company than any marketer could. This simple yet firm slogan, written by an Allstate Insurance Company salesperson in 1956, was intended to depict a strong and trustworthy institution committed to its customers. Needless to say, the company tagline was a success-Allstate still uses it in their commercials and

advertisements, and people still associate it with its original source.

Avis

"We Try Harder"

Rent-A-Car launched a new advertising campaign in 1963 that featured this tagline written by Bill Bernbach of DDB.
Bernbach suggested that Avis shift its focus to customer service, a monumental decision, and a slogan like "We Try Harder" reinforced that



focus. The idea that a company would focus not on sounding established and successful but on searching for ways to improve-go figure, but it took guts to be modest, especially for a company that had been considered second place to car-

rental giant Hertz. That approach not only made Avis successful and established them as worthy competitors, but it still drives them, even today.

Article By Jill Tooley



Jill has been obsessed with words since her fingers could turn the pages of a book. She's a hopeless bibliophile who recently purchased a Kindle after almost 6 years of radical opposition, and she loves stumbling upon new music on Pandora. Random interests include (but are not limited to) bookstores, movie memorabilia, and adorable rodents. In addition to managing the QLP blog, Jill also manages the content development team, assists with the company's social media accounts, and writes like a fiend whenever given the chance. You can connect with Jill on Google+.





"Top" Lists

The 10 Best Slogans and Taglines of All Time

Top 10 Advertising Jingles

Top 10 Promotional Products Your Customers Won't Stop Talking About

Top 10 Riskiest Businesses to Start

Top 10 Worst Business Names

The 10 Commandments of Branding

Top 10 Funniest Business Names

Top 10 Promotional Products

10 Promotional Products That Are Sure to Fail

The 20 Weirdest Promotional Products Ever

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DECLARATION OF NATHAN KAPPES

EXHIBIT E-10



HOME BLOG ABOUT ADVERTISE CONTACT



Top 3 Reasons to Implement a Distri



The Most Famous Advertising Slogans of All Time

By Vicky on February 2, 2014



Here is a list of around 150 of the best and the **most** famous advertising slogans from the English speaking world - from the classic slogans like Coca Cola's the pause that refreshes to some of the



modern ones like push button publishing of Google's Blogger.

In November 2011, I had published a list of best Indian brand slogans. While that list was India specific, this list is global and includes most of the iconic **British and American advertising slogans**.

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Biggest Business Mergers & Takeovers In History These slogans have been listed in no particular order and this list will be enhanced in future based on reader feedback and my own research. So if you think I have missed out any great slogan that should be there in this list, let me know in the comments below.

Best and The Most Famous Advertising Slogans List

Impossible is nothing - Adidas

Plop, plop, fizz, fizz, oh what a relief it is. Plink, plink, fizz, fizz. Alka Seltzer

Don't leave home without it. - American Express

You're in good hands with Allstate. - Allstate

Think Different. - Apple Macintosh

Reach out and touch someone. - AT&T

Vorsprung Durch Technik. – Audi

We Try Harder. – Avis Rent A Car

Ah! Bisto. - Bisto

The Ultimate Driving machine. - BMW

When you got it, flaunt it. – Braniff Airlines

The World's Favourite Airline. – British Airways

It's good to talk. – British Telecom/BT

A little dab'll do ya. - Brylcreem

Have it your way. - Burder King

Are you a cadbury's Fruit & Nut caase? - Cadbury's Fruit & Nut

And All because the lady loves milk tray. - Cadbury's Milk Tray

I'd walk a mile for a Camel. - Camel

M'm! M'm! Good. – Campbell's Soup

I best he drinks Carling's Black Label – Carling Black Label

Throughout history, large companies have been bought and sold for...

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As an online retailer, you probably already know that email...

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Smarketing is strategic integration of sales and marketing to drive...

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Probably the best lager in the world. - Carlsberg

Please don't squeeze the Charmin. - Charmin

The Citi never sleeps. – Citibank

Does she or doesn't she. - Clairol

The antidote for civilization. - Club Med

It's the real thing. - Coca-Cola

The pause that refreshes. – Coca-Cola

Look ma no cavities. - Crest

A diamond is forever. - De Beers

The last place you want to go. – **Dixons**

Go to Work on an egg. - Egg Marketing Board

Put a Tiger in your tank. - Esso

When it absolutely, positively has to be there overnight. – Fedreal Express

Cats like Felix, like Felix. - Felix

Hand built by robots. – Fiat Strada

No FT, no comment. - Financial Times

Capitalist Tool. - Forbes

The best a man can get. - Gillette

Guiness is good for you. – Guinness

Don't be vague. Ask for haig. – Haig Scotch whisky

When you care enough to send the very best. – Hallmark

If you want to get ahead, get a hat. - Hat Council

Heineken refreshes the parts other beers cannot reach. – **Heineken**

Beanz means Heinz. – Heinz Baked Beans

I think therefore IBM. – IBM

Grace...pace - Jaguar

Nothing runs like a Deere. - John Deere

Snap! Crackle! pop! - Kellogg's Rice Krispies

Finger lickin' good. – KFC

We all adore a Kia Ora. - Kia-Ora

Have a break, have a Kitkat. - Kit Kat

You can break a brolly but you can't k-nacker a Knirps. – **Knirps**

Betcha can't eat just one. - Lay's

You don't have to be Jewish to love Levy's. – Levy's Rye Bread

Because i'm worth it. - L'Oreal

The milk chocolate melts in your mouth, not in your hand. – **M&M**

Did you Maclean you teeth today. - Macleans

A Mars a day helps you work, rest and play. - Mars

There are some things money can't buy. For everything else, there's MasterCard. – MasterCard

Good to the last drop. – Maxwell House

Maybe she's born with it. Maybe it's Maybelline. - Maybelline

Tastes so good cats ask for it by name. – **Meow Mix**

Merrill Lynch is bullish on America. - Merrill Lynch

Where do you want to go today? - Microsoft

Got Milk? - California Milk Processor Board

Milk's gotta lotta bottle. - Milk Marketing Board

It's Miller time! – **Miller**

When it rains, it pours. - Morton Salt

Lick the lid of llife. - Muller

I love New York. - New York

Just do it. - Nike

The future's bright. The future's Orange. - Orange

Preparing to be a beautiful lady. - Pears Soap

It's a bit of an animal. - Peperami

Lipsmackin' thirstquenchin' acetastin' motivatin' goodbuzzin' cooltalkin' highwalkin' fastlivin' vergivin'coolfizzin' Pepsi. –

Pepsi Cola

You'll wonder where the yellow went when you brush your teeth with Pepsodent. – **Pepsodent**

It takes a tough man to make a tender chicken. - Perdue

It's a lot less bovver than a hover. - Qualcast Concord

If it's on, it's in. - Radio Times

I liked it so much I bought the company. - Remington

No child born to die. - Save The Children

Schhh...You-Know-Who. – Schweppes

The Uncola. - Seven Up/ 7 UP

You can be sure of Shell. - Shell Oil

It's a skoda. Honest. - Skoda

Children's shoes have far to go. - Smart-Rite Shoes

Reassuringly Expensive. - Stella Artois

You know when you've been Tango'd. - Tango

Every little helps - Tesco

Free enterprise with every copy. – The Economist

It is. Are you? - The Independent

A newspaper, not a snoozepaper. – The Mail on Sunday

All the news that's fit to print. - The New York Times

Don't just book it. Thomas Cook it. – **Thomas Cook**

It takes a licking and keeps on ticking. - Timex

Hello Tosh, gotta Toshiba? - Toshiba

The car in front is a Toyota. - Toyota

Fly the friendly skies. – United Airlines

Be all you can be. - British Army

It's everywhere you want to be. - Visa

Drivers wanted. - Volkswagen

Think Small. - Volkswagen

Where's the beef? - Wendy's

Breakfast of champions. - Wheaties

You give us 22 minutes, we'll give you the world. – Wins Radio, New York

Hello Boys. - Wonderbra

Let your fingers do the walking. - Yellow Pages

American by birth, rebel by choice. - Harley Davidson

There is no substitute. – **Porsche**

Power, Beauty and soul. - Aston Martin

Save Money. Live Better. - Walmart

I am what I am. - Reebok

Between love and madness lies obsession. - Calvin Klein

The customer is always and completely right! – Marks & Spencer

Quality never goes out of style. – Levis

Success. It's a Mind Game. - Tag Heuer

Innovation. - 3M

Solutions for a smart planet. - IBM

Make Believe. – Sony

Think big. – **Imax**

The miracles of science. - DuPont

Keeps going and going and going. - Energizer

Live in your world. Play in ours. - PlayStation.

Push button publishing. – **Blogger**

At the heart of the image. - Nikon

Share moments. Share life. - Kodak

The greatest tragedy is indifference. – Red Cross

The happiest place on earth. - Disneyland

Pleasing people the world over. - Holiday Inn

For the men incharge of change. - Fortune

I'm loving it. - McDonald's

Connecting people. - Nokia

Make the most of now. - Vodafone

Open Happiness. - Coca Cola

Coffee at its best. – **Nescafe** Neighbour's envy, owner's pride – **Onida TV**

Intel inside - Intel

We bring good things to life. - GE (General Electric)

The world's local bank. - HSBC

The Ultimate Driving Machine. - BMW

Hungry? Grab a Snickers. - Snickers

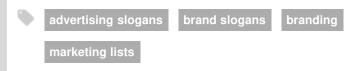
For men who don't have to try too hard. - Denim Aftershave

Rare but good. – Imperial Leather

No more tears. – **Johnson's Baby Shampoo**

Keep that schoolgirl complexion. - Palmolive Soap

Express yourself every day. - Philips





About Vicky

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About The Author Victoria Shaw

Vicky has over fifteen years working in client and operations management, domaining and online marketing. She has worked with many different online businesses, both large and small, plus put their online marketing strategies into practice. She has helped online businesses better their conversion rates quite significantly and raised their online revenue. She is very passionate about marketing and getting businesses to the next level.

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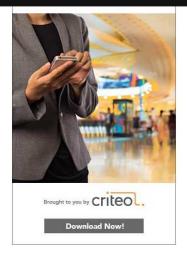
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TOP 100 ADVERTISING CAMPAIGNS

	Marketer	Campaign	Agency	Year
1	Volkswagen	"Think Small"	Doyle Dane Bernbach	1959
2	Coca-Cola	"The pause that refreshes"	D'Arcy Co.	1929
3	Marlboro	The Marlboro Man	Leo Burnett Co.	1955
4	Nike	"Just Do It"	Wieden & Kennedy	1988
5	McDonald's	"You deserve a break today"	Needham, Harper & Steers	1971
6	DeBeers	"A diamond is forever"	N.W. Ayer & Son	1948
7	Absolut Vodka	The Absolut Bottle	TBWA	1981
8	Miller Lite	"Tastes great, less filling"	McCann-Erickson Worldwide	1974
9	Clairol	"Does sheor doesn't she?"	Foote, Cone & Belding	1957
10	Avis	"We try harder"	Doyle Dane Bernbach	1963
11	Federal Express	"Fast talker"	Ally & Gargano	1982
12	Apple Computer	"1984"	Chiat/Day	1984
13	Alka-Seltzer	Various ads	Jack Tinker & Partners;	1960s,

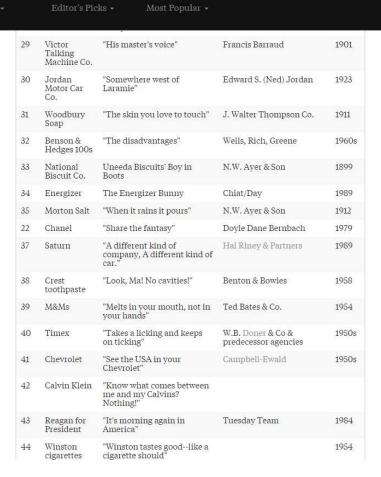




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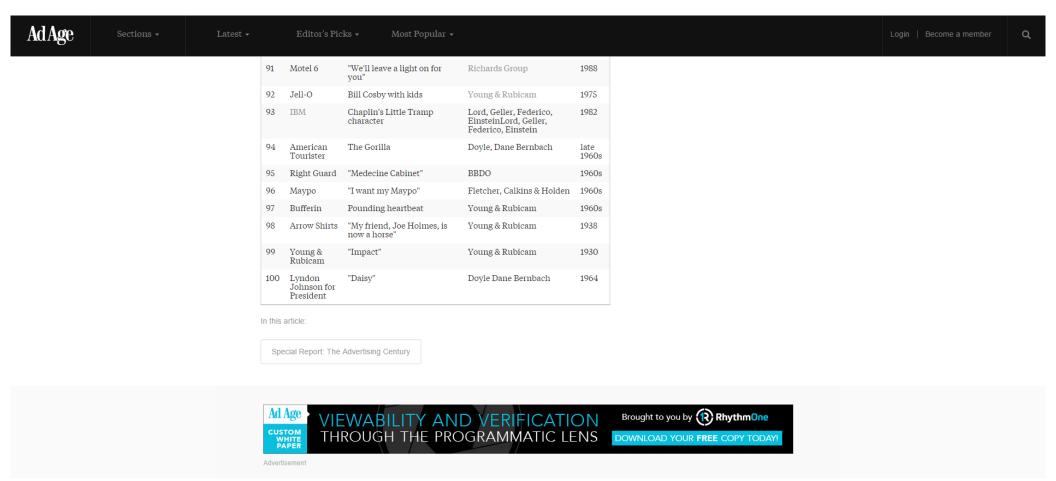
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Adage	Sections *	Latest ▼		Editor's Pic	ks • Most Popular •		
			44	Winston cigarettes	"Winston tastes goodlike a cigarette should"		1954
			45	U.S. School of Music	"They laughed when I sat down at the piano, but when I started to play!"	Ruthrauff & Ryan	1925
			46	Camel cigarettes	"I'd walk a mile for a Camel"	N. W. Ayer & Son	1921
			47	Wendy's	"Where's the beef?"	Dancer-Fitzgerald-Sample	1984
			48	Listerine	"Always a bridesmaid, but never a bride"	Lambert & Feasley	1923
			49	Cadillac	"The penalty of leadership"	MacManus, John & Adams	1915
			50	Keep America Beautiful	"Crying Indian"	Advertising Council/Marstellar Inc.	1971
			51	Charmin	"Please don't squeeze the Charmin"	Benton & Bowles	1964
			52	Wheaties	"Breakfast of champions"	Blackett-Sample- Hummert	1930s
			53	Coca-Cola	"It's the real thing"	McCann-Erickson	1970
			54	Greyhound	"It's such a comfort to take the bus and leave the driving to us"	Grey Advertising	1957
			55	Kellogg's Rice Krispies	"Snap! Crackle! and Pop!"	Leo Burnett Co.	1940s
			56	Polaroid	"It's so simple"	Doyle Dane Bernbach	1977
			57	Gillette	"Look sharp, feel sharp"	BBDO	1940s
			58	Levy's Rye Bread	"You don't have to be Jewish to love Levy's Rye Bread"	Doyle Dane Bernbach	1949
			59	Pepsodent	"You'll wonder where the yellow went"	Foote, Cone & Belding	1956
			60	Lucky Strike	"Reach for a Lucky instead of	Lord & Thomas	1920s

		yellow went"		
60	Lucky Strike cigarettes	"Reach for a Lucky instead of a sweet"	Lord & Thomas	1920s
61	7 UP	"The Uncola"	J. Walter Thompson	1970s
62	Wisk detergent	"Ring around the collar"	BBDO	1968
63	Sunsweet Prunes	"Today the pits, tomorrow the wrinkles"	Freberg Ltd.	1970s
64	Life cereal	"Hey, Mikey"	Doyle Dane Bernbach	1972
65	Hertz	"Let Hertz put you in the driver's seat"	Norman, Craig & Kummel	1961
66	Foster Grant	"Who's that behind those Foster Grants?"	Geer, Dubois	1965
67	Perdue chicken	"It takes a tough man to make tender chicken"	Scali, McCabe, Sloves	1971
68	Hallmark	"When you care enough to send the very best"	Foote, Cone & Belding	1930s
69	Springmaid sheets	"A buck well spent"	In-house	1948
70	Queensboro Corp	Jackson Heights Apartment Homes	WEAF, NYC	1920s
71	Steinway & Sons	"The instrument of the immortals"	N.W. Ayer & Sons	1919
72	Levi's jeans	"501 Blues"	Foote, Cone & Belding	1984
73	Blackglama- Great Lakes Mink	"What becomes a legend most?"	Jane Trahey Associates	1960s
74	Blue Nun wine	Stiller & Meara campaign	Della Famina, Travisano & Partners	1970s
75	Hamm's beer	"From the Land of Sky Blue Waters"	Campbell-Mithun	1950s
76	Quaker	"Shot from guns"	Lord & Thomas	1920s

AdAge

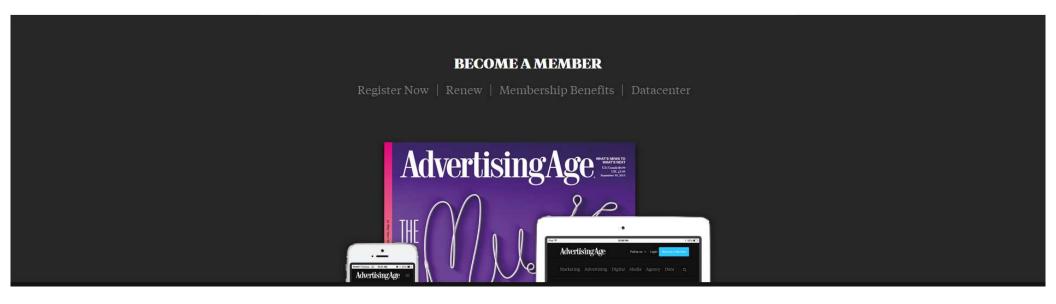
aAge	Sections •	Latest ▼		Editor's Pic	ks 🕶	Most Popular ▼		
				beer	Waters"			
			76	Quaker Puffed Wheat	"Shot from	guns"	Lord & Thomas	1920s
			77	ESPN Sports	"This is Spo	ortsCenter"	Wieden & Kennedy	1995
			78	Molson Beer	Laughing (Couple	Moving & Talking Picture Co.	1980s
			79	California Milk Processor Board	"Got Milk?"	,		1993
			80	AT&T	"Reach out someone"	and touch	N.W. Ayer	1979
			81	Brylcreem	"A little dal	b'll do ya"	Kenyon & Eckhardt	1950s
			82	Carling Black Label beer	"Hey Mabe	l, Black Label!"	Lang, Fisher & Stashower	1940s
			83	Isuzu	"Lying Joe	Isuzu"	Della Famina, Travisano & Partners	1980s
			84	BMW	"The ultim machine"	ate driving	Ammirati & Puris	1975
			85	Texaco	"You can tr the men w	ust your car to ho wear the star"	Benton & Bowles	1940s
			86	Coca-Cola	"Always"		Creative Artists Agency	1993
			87	Xerox	"It's a mira	cle"	Needham, Harper & Steers	1975
			88	Bartles & Jaymes	"Frank and	Ed"	Hal Riney & Partners	1985
			89	Dannon Yogurt	"Old People	e in Russia"	Marstellar Inc.	1970s
			90	Volvo	Average lif Sweden	e of a car in	Scali, McCabe, Sloves	1960s
			91	Motel 6	"We'll leave you"	e a light on for	Richards Group	1988

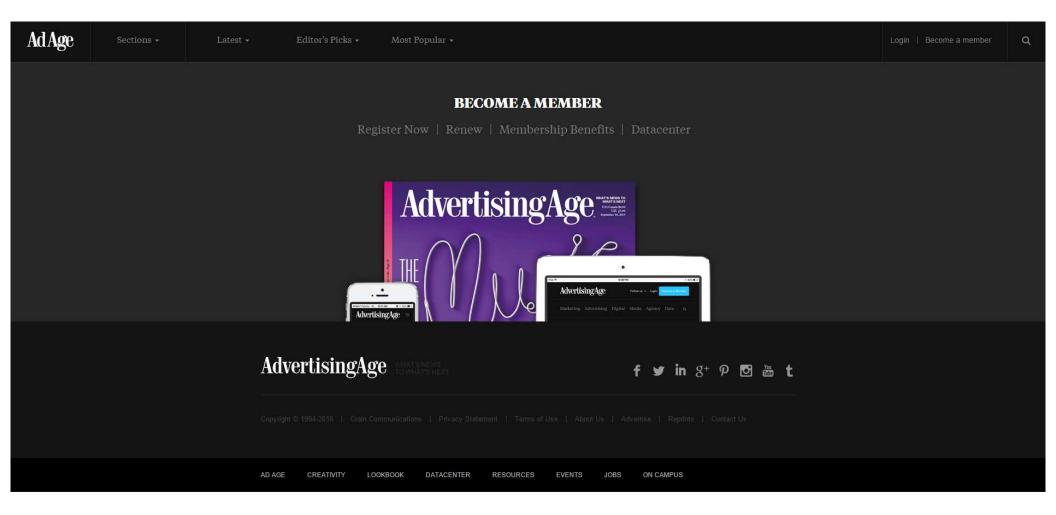




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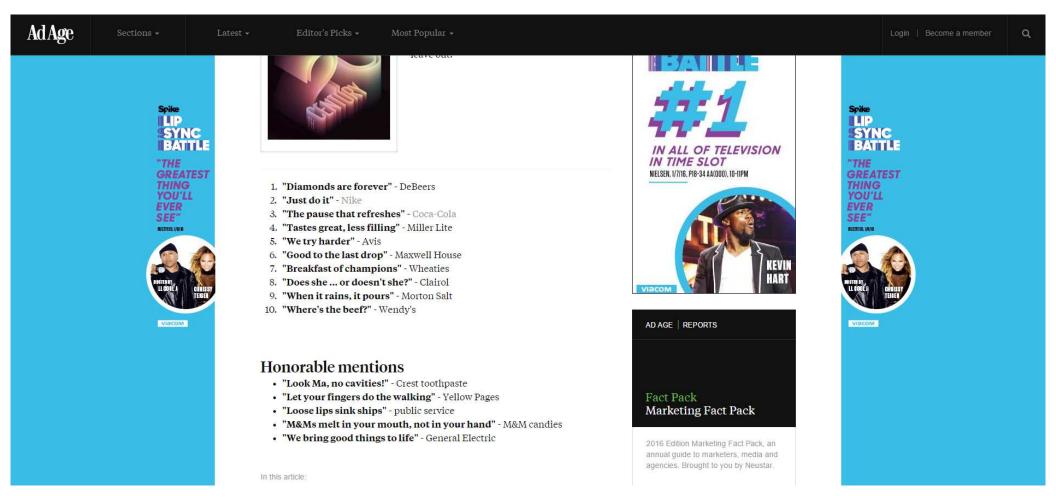
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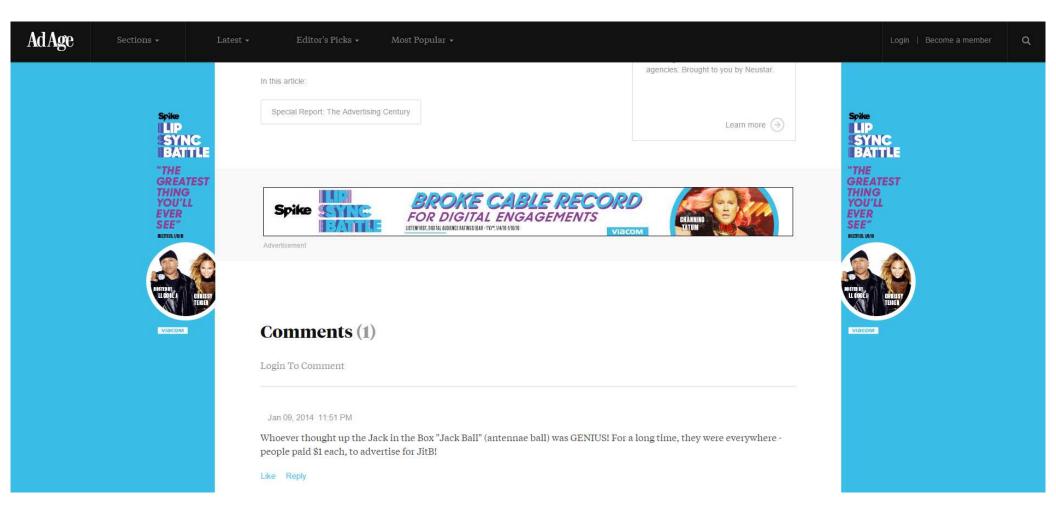
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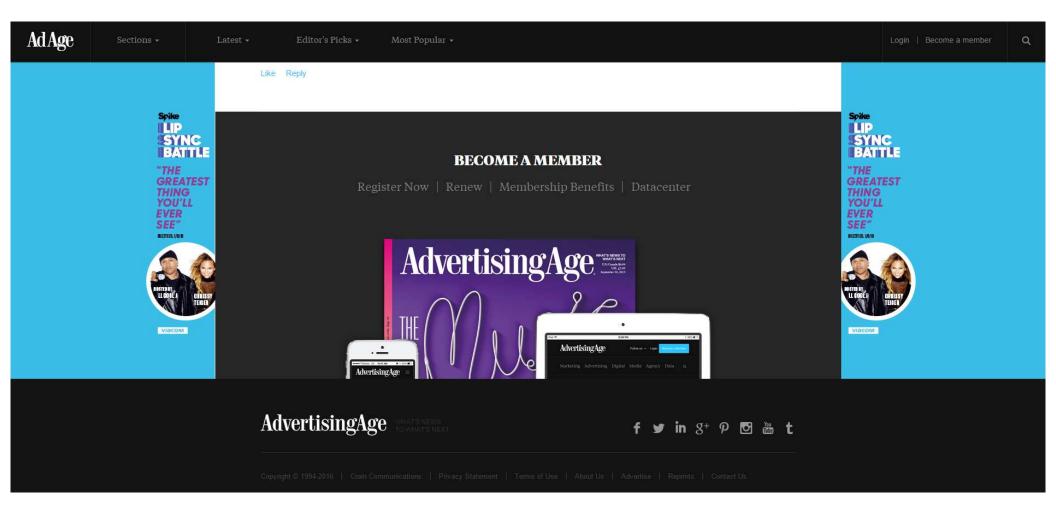
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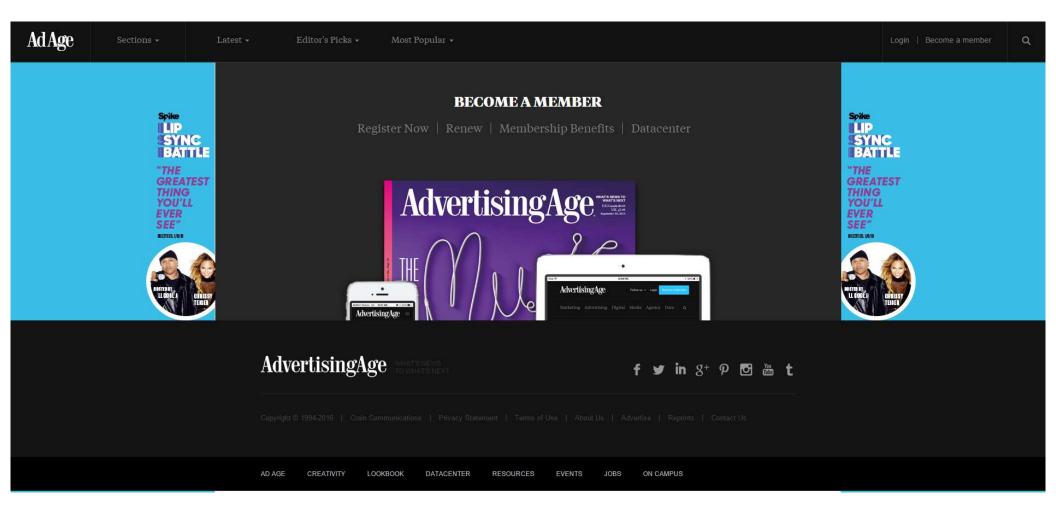
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HIDE



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TOP 10

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TOP 10

Top 10 Better Man

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Top 10 Ad Campaigns



1

Page 2 of 2

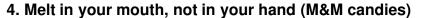
5. Diamonds are forever (DeBeers)

The DeBeers family must be the luckiest one in the world.

While your little Joey found a dead cat in your backyard, the DeBeers family found diamonds... and lots of them.

With time, the South African company has grown into the powerhouse of the diamond industry with a catchy slogan to boot.

Diamonds are forever, it's the marriage that's temporary.





10
UNDENIABLE
SIGNS THAT
YOU'VE
GONE
AHEAD AND
FALLEN IN



TOP 10 TRAVEL

Now who doesn't remember this catchy M&M ad slogan? Actually, come to think of it, M&Ms always melted in my hands, but who cares — that is not what their slogan said. This has become a part of pop culture to such an extent that it is incorporated into everything from children to adult jokes... wonder why.

3. Always Coca-Cola (Coca-Cola)

Coca-Cola has had several successful campaigns, amongst others, "The pause that refreshes." But the one that stands out is "Always Coca-Cola" because this is the one that made the Atlanta-based beverage company leave their Purchase, NY-based rival, Pepsi Co. in the dust. While Pepsi was busy building its restaurant and snacks division, Coca-Cola focused on Coca-Cola, Always.

2. Tastes great, less filling (Miller Lite)

This slogan was so ubiquitous in the late 1980s that it was a running joke on **sitcoms** like Family Ties and others. For years, men have sought the perfect beer that would not sacrifice taste while simultaneously creating less of a tire effect around the belly. Miller Lite delivered this, or at least its perception... Wazzup, better luck next time.

1. Just do it (Nike)

No slogan in the world has come close to matching Nike's phenomenal success with top of mind awareness. Its swoosh logo (which was created by a student and subsequently sold to Nike) and this slogan are synonymous with **Phil Knight**'s Oregon-based sports company.

Honorary Mention

AskMen.com — Helping Men 24 hours a day. Okay, maybe it hasn't made quite a splash just yet, but give it time, with our great readers, we will be #1 sooner than you know. "Just read it"? Let's stick to what we



PLANNING A TRIP? YOU'LL WANT TO MASTER THESE PACKING

AROUND THE WEB

YOU'RE RUINING YOUR 1ST IMPRESSION BY DOING THESE THINGS



TOP 10 DATING

9 BRAIN-DEFYING WAYS PEOPLE CAN ACHIEVE CLIMAX



TOP 10 DATING

IF YOU'RE
PLANNING
ON GETTING
LUCKY
TONIGHT,
AVOID
THESE

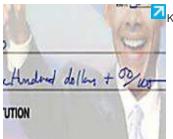
TOP 10 TRAVE

THESE LUXURIOUS ISLAND GETAWAYS got, seems to be working just fine for now.

YOU MAY LIKE

BY TABOOLA |>









5 SURPRISING THINGS ABOUT **CAR BRAND** SATISFACTION

UN SECRETO PEQUEÑO PARA **ELIMINAR 15** AÑOS DE PAGOS

EVER GOOGLED SOMEONE? DO A "DEEP SEARCH" INSTEAD







DOES SIZE 10 ONLINE **REALLY DATING SITES** MATTER? THAT REALLY WORK

IPHONE 6 PLUS'S BEING SOLD FOR **NEXT TO** NOTHING



WILL INSPIRE YOU TO

10 EASY TRICKS THAT ARE GUARANTEED TO MAKE YOU MORE ATTRACTIVE

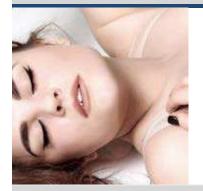
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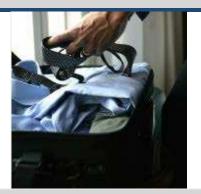
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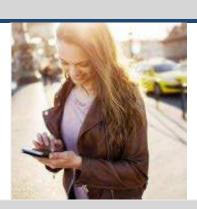
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TOP 10 TRAVEL

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YOU'VI AHEAD FALLEI LOVE

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Around the Web

AROUND THE WER

19 SIGNS YOU'RE DATING A REALLY WEIRD GIRL AROUND THE WEB

9 HARSH TRUTHS ABOUT DATING IN YOUR LATE 30S AROUND T

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Nike Advertising Awards

Wieden & Kennedy, Nike Win Advertising Awards

The Portland Advertising Federation presented the 43rd annual Rosey Awards Nov. 3 in Portland. Here are the Rosey and Excellence Awards in each category. For Complete Campaign Wieden & Kennedy won a Merit Award for Nike, "Presto - Brutal Honey" and "Bracketville." In the Consumer Magazine category, W&K won a Rosey Award for Nike, "Mary Pierce, Pete Sampras, Alexandra Stevenson." In the Newspaper category, W&K won a Rosey for Nike, "ABCD," and an Award of Excellence for "ABCD, Paper Doll, Picture, Food." The Out Of Home Award of Excellence went to Cole & Weber for Nike, "Triptych Basketball." Wieden & Kennedy won six Rosey Awards and seven Awards of Excellence in the Television category, three each for Nike: "Dizzy Kids, Latin America", "The Morning After" and "Beautiful," and "Body Builder", "LA City Attack-Superstar" and "Dizzy Kids, Latin America" (series). W&K also won an Interactive Award of Excellence for "Nike Whatever site." Meantime, a Nike ad featuring Ken Griffey Jr. saving the world from an asteroid storm has been awarded a Brit (British Television advertising award). The ad is now part of the "The Brits," the 25th annual British Television Advertising Awards show, that is playing in Minneapolis, MN, writes the St. Paul Pioneer Press.

-The Oregonian, December 6, 2000, p. C3. Saint Paul Pioneer Press, Dec. 6, 2000, p. 2E



Back To Nike

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The 10 Best Slogans of All Time

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ADVERTISEMENT



According to corporate lore, Nike's famous catchphrase came out of a run-of-the-mill meeting in the late 1980s when an ad agency executive remarked off-handedly about the company's can-do attitude. The resulting campaign propelled Nike through the next decade and beyond.

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41 captures

17 Oct 02 - 9 Oct 07

POWER SLOGANS & TAGLINES

Company - Product - Service

<u>Home</u>

Process

Background

Industry **Expertise**

<u>Portfolio</u>

Name Styles

Name Trends

Name Origin **Stories**

Naming Articles

Name Resources

News Room

Contacts

Oh the power vested in so few words. Here are some of the most powerful and effective taglines every propogated:

You are in good hands with Allstate

We try harder

Think different

Just do it

The art of performance

Reach out and touch someone

Fly the friendly skies

Don't leave home without it

The ultimate driving machine

Absolutely, positively overnight

The choice of a new generation

We bring good things to life

Fresh Mex

It does a body good

Leave the driving to us

Fly the friendly skies

The choice of a new generation

Snap, Crackle, Pop

4 S We tr

Do you know the companies and products behind these famous tag lines?

What is your company tagline?

Our company slogan is:

The Power of ®

Because only a registered trademark gives you real name power and protection.

Would you like us to expedite a process to help your corporate team find a new tagline?

One that is unique and legally clean?





Names

Taglines

<u>Audits</u>

Searches

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Branding

It's not how many ideas you have, it's how many you implement......Accenture

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Copyright 1990 The New York Times Company
The New York Times

June 11, 1990, Monday, Late Edition - Final

SECTION: Section D; Page 11, Column 4; Financial Desk

LENGTH: 136 words

HEADLINE: THE MEDIA BUSINESS: ADVERTISING;

Ad for Nike Wins Again

BYLINE: By Randall Rothenberg

BODY:

Wieden & Kennedy continued its sweep of the leading advertising awards last night, winning the best-of-show prize for print at the National Addy Awards in St. Louis, presented by the American Advertising Federation.

The agency won for a Nike athletic shoe ad featuring a runner traversing the crest of a San Francisco hill. Within the last three weeks, the Nike campaign also received the Kelly Award from the Magazine Publishers of America and took top honors at the One Show, sponsored by the One Club for Art and Copy.

The best-of-show Addy for television went to Hal Riney & Partners, for a Stroh's beer commercial featuring a dubbed Fidel Castro. Riney won seven Addys, the most of any agency.

Rumrill-Hoyt won the best-of-show award for a full campaign, for its "Black and White" ads for Eastman Kodak.

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Copyright 1991 The Chronicle Publishing Co.
The San Francisco Chronicle

DECEMBER 2, 1991, MONDAY, FINAL EDITION

SECTION: BUSINESS; Pg. B1; AD BEAT

LENGTH: 2044 words

HEADLINE: Advertising Diamonds, and Lumps of Coal

Best of 1991 have flair, avoid cliches

BYLINE: JAMIE BECKETT, Chronicle Staff Writer

BODY:

Picking the best and worst of the year's advertising is surprisingly tough. Most advertising isn't particularly good or bad. It's just there -- bland and mediocre and generally forgettable.

But a few ads stand out for their fresh approach, startling visual or sparkling copy and a strong selling message.

Besides the Top 10, Ad Beat also lists the year's worst -- ads that were offensive, dumb or misleading. In all cases, the choices are purely subjective, formed after viewing a year's worth of ads and discussing them with Chronicle staff, consumers and ad-industry executives.

And now for the best of the bunch:

1. Nike. The athletic shoe company made this list for the second straight year because its advertising runs faster and jumps higher. TV commercials using athletes such as two-sport celebrity Bo Jackson, basketball star Michael Jordan and tennis player Andre Agassi consistently score with viewers, who remember the ads and Nike's slogan "Just Do It."

Created by Wieden & Kennedy of Portland, these are not the typical sports-celebrity spots where a sweaty player walks off the field to mumble a few words about the product. Agassi fiercely plays tennis with a TV, using his racket to send the set careening across the floor. At one point, his slam is so hard the TV switches channels to Julia Child's cooking show. Jackson, out of football with an injured hip, plays a song-and-dance man until he decides to get back to the gym. As he emerges from the TV into a family's living room, his surprise exit line is "You watch too much TV, kid."

2. Absolut. For 11 years, the vodka maker has presented eye-catching magazine advertisements that make creative use of its name and uniquely shaped bottle. Designed by artists -- including Andy Warhol and Keith Haring -- the ads have often been visually stunning. Some use clever metaphors to amplify the brand name. An ad headlined "Absolut San Francisco" showed the bottle shrouded in fog, while "Absolut Attraction" showed a glass straining toward the vodka

Advertising Diamonds, and Lumps of Coal Best of 1991 have flair, avoid cliches The San Francisco Chronicle DECEMBER 2, 1991, MONDAY, FINAL EDITION

bottle. This year's batch included ads created by New Yorker magazine cartoonists, dress designers and emerging artists. Absolut excellence!

- 3. Tasters Choice. The coffee maker has us hooked on its soap opera-style TV commercials about a romance brewing between neighbors. After three episodes of flirting and coffee drinking, he's invited her to dinner. Now what? Chapter Four is set to air in January. The ads are adapted from a campaign by McCann-Erickson's London office.
- 4. Gap. The San Francisco-based retailer added spark to its black- and-white print and billboard "Individuals of Style" campaign -- which shows celebrities wearing Gap clothing -- with fast-paced TV ads that cut from a Paris bistro to Chinese schoolchildren to jazz musicians in a smoky nightclub. Created by Atlas Citron Haligman & Bedecarre of San Francisco, the black- and-white TV spots are set to jazzy music and boast a terrific slogan: For Every Generation There's a Gap. Besides enhancing Gap's already hip image, the campaign helped the company buck the recession and post a 40 percent sales gain in the most recent quarter.
- 5. DuPont Stainmaster Xtralife Carpet and Little Caesars Pizza. After watching TV ads with babies to the point of ad nausea, I was surprised to find myself enjoying these. Instead of the requisite angelic baby, these advertisers use devilish infants to grab our attention and make their products memorable. DuPont's infant creates mayhem -- and a mess -- speeding around the living room in a wheeled walker until Mom arrives. In the Little Ceasars spot, a string of cheese becomes a giant rubber band, efficiently retrieving a baby who wanders out of the house.
- 6. Chevy's Mexican Restaurant. To drive home the point that the Bay Area restaurant chain serves "fresh Mex," the San Francisco ad agency of Goodby Berlin & Silverstein cooked up fresh ads every day. To show how fresh, the ads identify the date with shots of bus transfers, bank slips, joggers' watches and daily newspapers. This is one fresh approach that appears to be working: Sales are up more than 20 percent since the ads began in May.
- 7. Nissan. "Rich guys shouldn't have all the fun" is the message of these whimsical TV commercials. First, the car maker featured a regular guy named Bob, whose name appeared on traffic signs when he was driving his Nissan Sentra. "No Parking Except for Bob," said one. Nissan continued the Walter Mitty- type fantasy this fall with the grandiose daydreams of another average guy. In one, the Nissan owner gives a lift to a millionaire whose Rolls-Royce breaks down. The millionaire likes the Nissan so much that he offers the man \$ 150,000 for it. But the man won't sell. The millionaire persists. "Two-fifty?" he asks. At that moment, the man snaps back to reality, where a toll- booth attendant is handing him \$ 2.50 in change.
- 8. Bass and Guinness. These British brewers prove that it's possible to make effective beer ads while avoiding beer-ad cliches -- the ubiquitous bikini-clad women toting frothy mugs. Both have devised print ads and billboards that give beer drinkers credit for having brains. Bass uses philosopher Friedrich Nietzsche, writer Mark Twain and other known thinkers in ads that pose such questions as, "Why Does Man Exist?" Guinness, meanwhile, aims at experienced quaffers with the line, "the beer you've been practicing for."
- 9. Saturn. General Motors' Saturn subsidiary makes car ads that don't look like car ads. Instead of shots of the car speeding down a seaside highway while an announcer drones on about zero-percent financing, Saturn's campaign uses satisfied customers to drive home its message: We try harder. One ad, created by Hal Riney & Partners of San Francisco, spotlights a woman who operates a taxicab company in Alaska. She bought the car, sight unseen, and had it shipped 2,500 miles. When the company had a recall on its reclining seat, it flew a mechanic to her remote town. Another ad focuses on a family of six that owns five Saturns. The customers tell a convincing story.
- 10. Egoiste. It's not an open-or- shut case whether these ads for Chanel's men's fragrance deserve a "best" or "worst" citation. The premise of the TV spot is that some guy has made a lot of women angry enough to scream out of hotel windows. First, one woman on a balcony opens the shutters and shrieks "egoiste" -- whatever that means. Then, the screen fills with 35 women on 35 balconies who go through the same bizarre routine. You can't help but watch this striking ad. But what does it say? And who wants to buy a cologne called Egoiste? Or is that a silly question?

Now for the baddies:

- 1. Green ads. Companies from Procter & Gamble to Pentax and US Sprint are proclaiming environmental correctness. But most strain to make the link between the product and how it benefits the planet. Mobil boasted about a "degradable" garbage bag that doesn't break down in landfills. Canon implied that its color copiers could "promote a greater awareness of . . . our entire environmental heritage."
- 2. Malt liquor ads. Makers of these high-alcohol beverages have few rivals for the title of Sleaziest Advertiser. Using rap musicians and rap music, they target poor minority men -- who health officials say are particularly at risk for alcoholism and alcohol-related afflictions. Rapper Ice Cube has appeared in short-lived ads for St. Ides that promise the drink will "put hair on your chest" and "get your girl in the mood quicker." G. Heileman Brewing Co. decribes its Mickey's malt liquor as a "tower of power." Not surprisingly, this advertising provoked U.S. Surgeon General Antonia Novella to label the marketing "socially irresponsible." Well put.
- 3. Budweiser and Old Milwaukee. Beer companies continue to serve up advertising swill, relying on sex (and sometimes violence) to make their pitch. For Bud, on this list for the second straight year, women are typically barely clad babes who materialize from nowhere and simply hang around the studs. The beer-maker even shows moronic customers switching TV channels from a high-brow, black and white foreign film to low-brau, violent scenes they prefer on another station.

To be fair, I have to note that Bud has begun to back off from its busty babes strategy. The brewer's newest TV spots use women in active roles, including a guitar-playing grandmother and a female trainer working with a male wheelchair athlete.

Old Milwaukee makes this list for the first time. Its commercials show a group of fishermen who are surprised when women in bathing suits -- dubbed "the Swedish bikini team" -- eagerly parachute in to join the group. According to the advertiser, the spots were meant to be a parody of other beer ads. But women at Stroh Brewing, parent of Old Milwaukee, didn't find them funny. They filed a sexual harassment lawsuit.

4. Nutri/System and other diet ads. Most diet-product ads are plump with promises but slim on facts. Nutri/System, which previously raised the ire of the American Heart Association for using its name without authorization, this year ran ads that implied that its diet program had been endorsed by Stanford University. The ads provoked a lawsuit by the university and a congressional investigation.

Other diet-product ads are even worse, often misleading consumers with promises of effortless weight loss or failing to note health risks. In October, the Federal Trade Commission took aim at three liquid-diet firms -- Optifast, Medifast and Ultrafast -- for misleading consumers and failing to acknowledge health risks associated with liquid diets. This sort of advertising ought to be put on a starvation diet.

- 5. Calvin Klein. OK, so we all talked about the clothing company's explicit spread in Vanity Fair, but what does it really say about Calvin Klein? That its jeans are so great you want to rub up against them in the shower? The 116-page ad chronicles the adventures of a make-believe rock band: guitars, sex, crowds, sex, motorcycles, sex. We even get to share an intimate moment with a man relieving himself at a urinal. Hey, Calvin, let's flush it!
- 6. Benetton. The Italian clothing maker says it wants to convey a message of brotherhood. So why use photographs that are bound to offend? Highly charged images have included a white baby suckling at the breast of a black woman, a white and a black man handcuffed together and a devilish-looking black child with an angelic-looking white girl. While Gap and others push image too, Klein and Benetton play up shock value.
- 7. Condom commercials. What condom commercials, you might ask? Network TV shows are rife with sex, yet until last month, ads for condoms were taboo. The Fox network deserves credit for airing the first, but Trojans' spot is mighty weak. "I'm a nice guy and I go out with nice girls," says a young man. But since "terrible things are happening to

some really nice people" he wears a condom "to reduce the risk." The risk of what? The spot doesn't even mention AIDS. What's more, Fox won't allow references to contraception in the ads. It's time for the networks -- which aren't shy about airing programs on rape, incest, unplanned pregnancies and other sexual subjects -- to allow their advertising to catch up with the times.

- 8. Pet food ads. Companies used to advertise food for Rover or Muffy by telling us how tasty and meaty it was. Now, they tell us details we don't want to know. One food "reduces stool output," while another "provides urinary tract protection for your cat." Yuck.
- 9. Infomercials. These half- hour-long commercials that masquerade as TV shows make the list for a second straight year. Despite an attempt to clean up their act by forming a trade association, infomercials continue to deliver misleading messages about products such as spot removers and hair elixirs that often don't perform as promised.
- 10. Camel. We finally got rid of Spuds McKenzie -- Budweiser's dog mascot that some believed appealed to teenagers. Now we're saddled with Joe, the cigaret company's jowly camel, also an appealing character to youngsters. In addition to that offense, the ads are so dumb that I'd walk a mile to avoid them.

GRAPHIC: PHOTO (2)

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U.S. EDITION

The Wall Street Journal

January 22, 1991 Tuesday

SECTION: Advertising; Pg. B1

LENGTH: 1017 words

HEADLINE: Top Spots of '90 Reflect Marketers' Turn to Caution

BYLINE: By Thomas R. King, Staff Reporter of The Wall Street Journal

BODY:

If Siskel and Ebert reviewed TV ads, they'd probably both give thumbs down to the commercials of 1990.

Conservative marketers, daunted by the recession, last year chopped their ad budgets and ordered their agencies to shelve wacky concepts in favor of safer, tried-and-true ad styles. As a result, commercial breaks were filled with some of the most forgettable ads in recent memory.

One indication that last year wasn't a trend-setting one on Madison Avenue is Video Storyboard Tests Inc.'s annual list of the year's most popular commercials. Normally, 10 or more new advertisers join the list each year with splashy new campaigns. In 1989, for example, Energizer and Nike got noticed with daring ads. But there was no new dazzler in 1990 -- and only six new marketers entered the ranking of 25 commercials.

"Creatively, it was probably the dullest year of the 13 that I've been doing the survey," says Dave Vadehra, president of Video Storyboard, which each year interviews 24,000 people to make its list. "Advertisers just didn't want to take the chance to make commercials that might backfire."

Ad executives say that's the economy at work. "A failure used to cost \$100,000; now it costs \$400,000," says Geoff

Thompson, deputy executive creative director at Foote, Cone & Belding's San Francisco office, where the clay-animation California Raisins ads are cooked up. "There's a certain amount of conservatism that comes from the financial realities of the year. It's just gotten so bloody expensive."

"To many advertisers, tough times translate into safer, more sober approaches to advertising," says Phil Dusenberry, chairman of the New York office of BBDO, an Omnicom Group unit that created ads for the poll's champ, Pepsi. "In fact, that's the time to stick your neck out a little bit farther with stuff that will get noticed and remembered."

But advertisers in 1990 didn't do that. Those marketers that finished near the top in Video Storyboard's 1989 ranking came back for curtain calls. The Energizer bunny, for example, continued to bust into ads for mock products. This year it interrupted a movie theater trailer for a fake film called "Dance With Your Feet." Nike continued its popular "Just Do It" ads and moved up to the No. 2 spot.

Some marketers known for innovative advertising in the past played it safe last year-and lost ground. McDonald's, which topped the 1989 poll, put aside its heartwarming spots and aired loads of promotional ads pitching bargain burgers. It fell to No. 5. Isuzu fired its famous liar, Joe Isuzu, and dropped eight places. The California Raisins, which last year held the No. 3 spot, didn't return with a commercial to top the one depicting Michael Jackson as one of the raisins. It fell five spots.

Other advertisers' new work did get noticed, but in many cases they were helped along by predictable ad crutches like celebrities, cartoon characters and animals. Butterfinger candy bars featured Bart Simpson, star of "The Simpsons," as its pitchman. Little Caesar, the pizza chain, jumped several places with an ad featuring a dog that barked, "I love you." Music stars Paula Abdul and Elton John helped get Diet Coke on the list.

Ironically, though, the highest-scoring new commercial was one that the advertiser itself pulled off the air after deciding it was too risky. Reebok, Mr. Vadehra says, made its way onto the list with an ad showing two daredevils bungee-jumping off a bridge high above a river. A few seconds after the jump, however, only the jumper wearing Reeboks bounced back into view; the Nike-clad jumper, it could only be assumed, didn't survive the jump.

Mr. Thompson and other industry executives say the limited amount of change in the list over the past year doesn't mean creativity is gone. It may suggest, they say, that some advertisers with winning campaigns are learning to keep them fresh and interesting longer. "There's a real problem in that many advertisers have changed campaigns before they run out of steam," Mr. Thompson says. "I think they're saying you can build on a successful campaign."

That appears to be the case with Pepsi, which took the top spot in 1990 after hovering around in the top 10 for the past several years. It kept the same ad theme and continued to entertain consumers with celebrity ads crafted as minidramas. And Du Pont Stainmaster got noticed by putting a new twist on its old ads that showed kids dumping food on the carpet. Du Pont last year brought out some adults, and let a tuxedo-clad man accidentally knock over a tableful of food.

BBDO's Mr. Dusenberry says ad spending may be another reason the list remained largely unchanged. "The more you spend, the more likely people are to remember your ad," he says. "But last year we didn't have any new big spenders in town. Nobody suddenly came on the scene with a \$30 million or \$35 million national ad budget to take the country by storm."

--- Most Popular Commercials of 1990

1990 1989 RANK RANK BRAND AGENCY

- 1 2 Pepsi/Diet Pepsi BBDO
- 2 10 Nike Wieden & Kennedy

- 3 4 Energizer Chiat/Day/Mojo
- 4 7 Coca-Cola McCann-Erickson
- 5 1 McDonald's Leo Burnett*
- 6 17 Little Caesar Cliff Freeman & Partners
- 7 8 Miller Lite Backer Spielvogel Bates
- 8 3 California Raisins Foote, Cone & Belding
- 9 15 Budweiser DMB&B
- 10 9 Infiniti Hill, Holiday, Connors, Cosmopulos
- 11 -- Reebok Chiat/Day/Mojo**
- 12 6 Bud Lite DDB Needham
- 13 5 Isuzu Della Femina, McNamee
- 14 24 Partnership for a Drug Various agencies Free America
- 15 20 Burger King Saatchi & Saatchi Advertising and DMB&B
- 16 -- Diet Coke Lintas
- 17 -- Du Pont Stainmaster BBDO
- 18 13 Nut & Honey Crunch Leo Burnett
- 19 -- Jell-O Young & Rubicam
- 20 22 Duracell Ogilvy & Mather
- 21 14 Friskies Lintas#
- 22 19 Pampers DMB&B
- 23 12 Kibbles 'n Bits J. Walter Thompson
- 24 -- Butterfinger Lintas##
- 25 -- Pizza Hut BBDO

*A portion of the McDonald's account was moved to DDB Needham in November 1990. **Account was moved to Hill, Holiday, Connors, Cosmopulos in April 1990. #Account was moved to Dailey & Associates in March 1990. ##Account was moved to Jordan, McGrath, Case & Taylor in March 1990.

Source: Video Storyboard Tests' Commercial Break newsletter

NOTES:

PUBLISHER: Dow Jones & Company

LOAD-DATE: December 6, 2004

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NIKE, INC.,)
Opposer,) Opposition No. 91221511
VS.) Application No. 86330661
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DECLARATION OF NATHAN KAPPES



1 of 100 DOCUMENTS

Copyright 1991 Orange County Register Orange County Register (California)

March 12, 1991 Tuesday EVENING EDITION

SECTION: BUSINESS; Pg. D03

LENGTH: 817 words

HEADLINE: Pepsi ad campaign the top one for 1990

BYLINE: Martin J. Smith, The Orange County Register

BODY:

Even without "The Right One" Ray Charles as its pitchman, a Pepsi-Cola ad campaign that included hearty-partying, Pepsi-swilling senior citizens and Bingo-playing, Coke-drinking frat boys topped Adweek magazine's list of "America's Favorite Advertising" in 1990.

Rival Coca-Cola finished second with a campaign that included basketball star Michael Jordan slam-dunking a six-pack of Coke into a treehouse.

According to the most recent figures available, Pepsi spent an estimated \$ 786 million on US advertising in 1989, while Coca-Cola spent \$ 385 million.

The list, published in an Adweek special report Monday, was developed by Opinion Research Corp. of Princeton, NJ. The firm surveyed more than 11,000 people about their favorite ad campaigns from January to November 1990.

Pepsi's campaign, with the popular "Shady Acres" spot created by BBDO Worldwide of New York, helped the soft-drink maker to the top for the second year in a row. Adweek Editor Kathy Brown said the commercial was "a prime example of the kind of witty and entertaining advertising that consumers truly appreciate."

Coke's campaign was a strong comeback after falling way behind Pepsi in consumers' minds last year. McCann-Erickson Worldwide's treehouse spot starring Jordan and his mom was the standout. "Mom gave her word of approval and we all felt pretty good about Jordan as the wholesome hero," Brown said.

While the rest of Coke's spots did not have the standout power of Pepsi's, they do demonstrate the advertiser as a master of feel-good imagery, with upbeat families and friends communing over Coke.

The rest of Adweek's Top Ten:

- No. 3: McDonald's. Agency: Leo Burnett, Chicago. The ads "go down as easy as a chocolate shake," Brown said.
- No. 4: Miller Lite. Agency: Backer Spielvogel Bates Worldwide, New York. Adweek suggested that the beer maker fell in the rankings because it eschewed the typical array of well-known sports legends for lesser-known athletes.
- No. 5: Nike. Agency: Wieden & Kennedy, Portland, Ore. Through the power of ad slogans such as "Just do it" and "Nice shoes," Nike made it onto Adweek's list for the first time.
- No. 6: Bud Light. Agency: DDB Needham Worldwide, New York. The ads scored well because Spuds MacKenzie was shunned for "fun-loving beach-party spots," Brown said.
- No. 7: Budweiser. Agency: D'Arcy Masius Benton & Bowles, New York. Big-brother Bud trails Bud Light by a nose. But the ads, including the spot in which house painters create a swimming pool with a magical stroke of the paintbrush, are visually interesting.
- No. 8: Energizer. Agency: Chiat/Day/Mojo, Venice. The clever campaign features the tireless pink bunny that "keeps going and going."
- No. 9: California Raisins. Agency: Foote, Cone & Belding Communications, Chicago. The visually appealing escapades of the engaging troupe remain popular, though the Raisins' ranking slipped from 4th place.
- No. 10: Diet Pepsi. Agency: BBDO Worldwide, New York. The company didn't find Ray Charles until January of this year.

SIDEBAR: Survey findings

Adweek magazine published the results Monday of an attitude survey that revealed consumer's ambivalence toward advertising.

While 59 percent of those surveyed think the quality of advertising has improved since the mid-1980s, 75 percent say advertising tries to manipulate them into buying products or services they don't want or need.

The issue of truth in advertising proved touchy, with 32 percent

of those surveyed finding ads less believable than they were five years ago. Only 24 percent found them more trustworthy.

Among Adweek's other findings:

Women are more skeptical of advertising than are men, perhaps because women are bombarded by more messages and pay attention to a wider variety of ads.

Married consumers express more negative attitudes than their unmarried counterparts. That may be a reflection of age, since baby boomers and the over-45 crowd generally are more critical of ads than younger, less experienced consumers.

Seventy-two percent of consumers between the ages of 18 and 24 believe ads are of higher quality than five years ago. This group also gave advertising higher marks for believability than any other group.

GRAPHIC: BLACK & WHITE PHOTO; Coca-Cola finished second with a campaign that included basketball star Michael Lordon

CAPTION; SIDEBAR; Survey findings - see end of text

LOAD-DATE: March 19, 1997

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Happy 25th Birthday to Nike's 'Just Do It,' the Last **Great Advertising Slogan** W+K celebrates a milestone David Gianatasio

July 2, 2013, 11:22 AM EDT

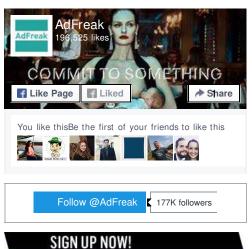


Nike's "Just do it" slogan, unveiled 25 years ago this month by Wieden + Kennedy, might be the last great tagline in advertising history.

Yes, other notables have come since—among them, Apple's "Think different" and Volkswagen's "Drivers wanted"—but none have come close to duplicating the cultural impact and mass appeal of "Just do it." I frankly doubt that any ever will.

When 80-year-old Walt Stack jogged across the Golden Gate Bridge in Nike's first "Just do





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it" spot, chatting about his daily 17-mile run and joking that he kept his teeth from chattering in winter by leaving them in his locker, we lived in a more homogenous media world. At the time it seemed complex and cluttered, with some cable systems sporting 100 or more channels, and the recently launched Fox network broadening the broadcast funnel by 25 percent. All that was small potatoes, however, compared to today's ever-expanding digital/mobile/shareable/wearable mega-sphere, which has turned each consumer into his or her own media production and distribution channel, and to a large extent—despite the vaunted "social" nature of it all—isolated us instead of bringing us together.

Back in '88, a news image, song lyric, sitcom catchphrase or advertising slogan could spring to life in a way that's nearly impossible with today's media fragmentation. Modern content may be "snackable," but for the most part it doesn't stick to the ribs. Most of the lists, memes and apps are quickly, often instantly, discarded. Ideas have no time to build the momentum or gain the traction needed to become ubiquitous or, like "Just do it," beloved.

The "big idea" is, of course, a marketing cliche. It's considered old-school and somewhat outmoded, frequently derided by today's data-driven practitioners. That's a shame. Big ideas are, first and foremost, *big*. From a brand standpoint, they add rather than subtract, lending weight and substance to campaigns that can become unfocused and diluted by too many moving parts. Big ideas strengthen individual executions and provide platforms that make campaigns more than the sum of their parts.

"Just do it" was one of the biggest ad ideas ever, destined to cut across all conceivable psycho/socio/demographic lines in ways author Dan Wieden couldn't have envisioned when he tossed off the phrase in 20 minutes, concerned that the initial half-dozen ads in the campaign, spotlighting various subjects and different sports, had no unifying message.

Facebook Photo Went Viral



Belgium's Top Ad Execs Are Donating Sperm and Eggs to Ensure the Nation's Creative Future



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"It was a simple thing," Wieden recalls in a 2009 Adweek video interview in which he discusses the effort's genesis. Simplicity is really the secret of all "big ideas," and by extension, great slogans. They must be concisely memorable, yet also suggest something more than their literal meanings. Rather than just putting product notions in people's minds, they must be malleable and open to interpretation, allowing people of all kinds to adapt them as they see fit, and by doing so, establish a personal connection to the brand.

Exchanging tweets is no substitute for helping people think, dream, or in Nike's case do things in a new way. "Just do it" was open to interpretation, and many folks adopted it as their private mantra. And not just in the realm of fitness and exercise. They just did all sorts of things as they strove toward personal goals. These ranged from starting businesses to popping the question, and in some cases extricating themselves from bad relationships. As a result of the line's resonance, Nike's brand image soared.



Topics: Nike, Wieden + Kennedy, Sports, Creative, Agency

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bob · 3 years ago

you forgot "Priceless" for MasterCard, which has earned it's place in the brand-defining, culture-changing hall of fame, next to Just Do it.

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Dirk Rogers - 3 years ago

Nice to know Nike's motivational slogan is inspired by a murderer.

6 🗌 🗎 - Reply - Share >



Scott D · 3 years ago

You forgot about Facebook's "Chairs" campaign. It's the best ever.

4 | Reply Share



jonathanhutter - 3 years ago

The article says it was the last great one invented, not the only great one invented. Jeez. What makes it stand above the more recent ones is that "Drivers Wanted" and "Think Different" required explanation. "Priceless" became a great slogan because of its incorporation into cultural interchange by consumers, without reference to its use by Mastercard.

What I don't agree with in the article is that the idea has to first be "big." The point Dan Weiden made is he wasn't thinking of something big, he was thinking of the idea first. Ideas become big in their use. The problem today is that people think big in terms of media, without first having that idea.

2 🗌 📗 - Reply - Share >



Robert - 3 years ago

You're right, Harry, Tom, Scott, and all. It's more of a publicity piece than an actual news report. . There are many other older (and better) slogans. "Just Do It" is one of them. Sadly, while the agency's been outdoing themselves creatively (??), their efforts have been sabotaged at the client level by a deteriorating level of quality control and customer service, not to mention a growing reputation as the makers of some of the squeakiest shoes in the marketplace. The best slogans in the world can't overcome client complacency.

2 | Reply Share



radar - 3 years ago

What about "What happens in Vegas, stays in Vegas?"



1 🗌 📗 - Reply - Share -



Tom H ⋅ 3 years ago

"got milk?" certainly deserves consideration. (I admit I'm biased - I was a client)

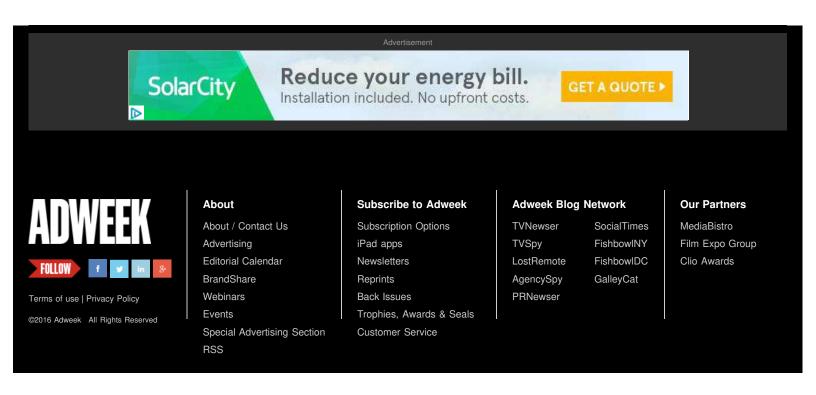
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Harry Falber - 3 years ago

You've gotta be kidding! The Ultimate Driving Machine is chopped liver? It's at least a decade older and still ticking. How about, " Good to the last Drop". Which is so good, it's more often than not, shown as a rebus and registered both ways.

I could name a few more. And some, like BMW and Maxwell House talk directly to the consumer benefit of the product vs. " Just Do It" being an amorphous call to action without pointing out a product benefit.



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History of advertising: No 118: Nike's 'Just do it' tagline

January 22, 2015

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Nike's "Just do it" is arguably the best tagline of the 20th century.

347 It cut ac consume

It cut across age and class barriers, linked Nike with success – and made consumers believe they could be successful too just by wearing its products.

Like all great taglines, it was both simple and memorable. It also suggested something more than its literal meaning, allowing people to interpret it as they wished and, in doing so, establish a personal connection with the brand.

As one observer put it: "'Just do it' was imperative, impatient, presumptuous and a little rude. This was not the sort of thing consumers had heard before."



Ironically, Phil Knight, Nike's co-founder, had no great belief in advertising. But with competition from Reebok growing ever-fiercer in the mid-80s, he began working with a small agency in Portland, Oregon, called Wieden & Kennedy.

It was there that the legendary line was born, thanks to the agency's co-founder Dan Wieden.

Wieden was worried that the campaign's initial half-dozen ads highlighting various subjects and different sports had no unifying message. He drew inspiration from an unlikely source – Gary Gilmore's famous last words before the double-murderer was executed in Utah in 1977: "Let's do it."

Eleven years on, Wieden gave the words a tweak to create the tagline. "It was a simple thing," he later recalled.

In fact, the line chimed with Nike's strategy of creating a point of difference between itself and Reebok, which was focusing on the aerobics craze, by targeting people regardless of age, gender or physical-fitness level. It led to the brand being worn as a fashion statement, not just fitness gear.

"If anything, Adidas and Reebok had more of a right to own the line than Nike," one commentator later remarked. "But they earned the right to call it theirs."

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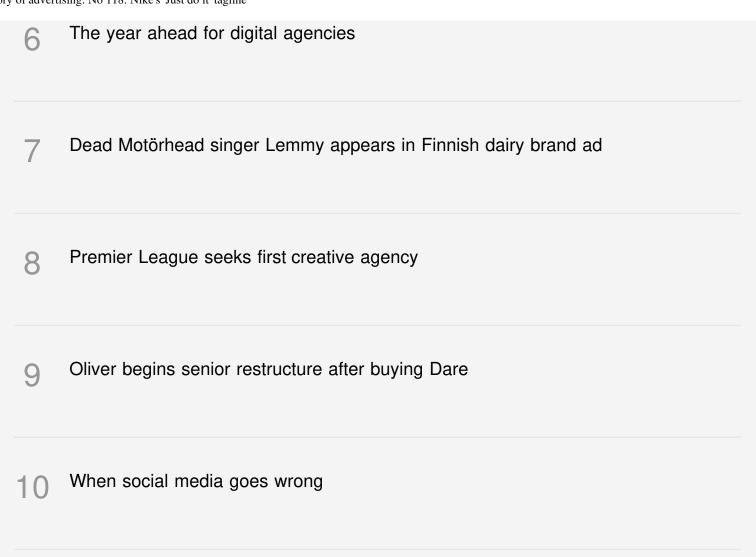
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Just do it – the campaign that rescued Nike

□ john □ November 3, 2015 □ Ads, Branding, Experience, Retail, Social Media, Viral

"Just do it" has become the call to action for generations looking for inner motivation. It is one of the most successful catch phrases of the twentieth century but those three words "Just do it" started as a campaign to rescue Nike.



But wasn't Nike always awesome?

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To find out more about the branding agency I founded and run, visit www.redmeetsblue.com

Yes. But awesome companies go broke all the time.

The year was 1988. Reebok had entered the market and taken the female aerobics sector successfully. Nike had experienced its first contraction in sales and as a result, had laid off 20% of its workforce. The brand was in trouble.

What would result is a campaign built on those three words "Just Do it". A campaign that would last for 10 years and skyrocket Nike's market share from 18% (\$877 million) to 43% (\$9.2 billion) and solidify it as a brand for the future.



The brief

The obesity problem was front and centre in America at the time and the Nike brand had built itself speaking to the elite athlete. Things needed to change. Nike had an opportunity to speak to the athlete in all of us and motivate the everyday American to take control.

The "runners high" emotion was real and all that Nike had to do in its communications was figure out a way to tap into this spirit and become a protagonist for all that was good and true about it.

Jerome Conlon, the Global manager for marketing information remembers the situation:

"Nike at this point in time had an opportunity to become the protagonist of all that was great and uplifting about the experience of

sports and fitness."



The result

The result is one of the most successfully long running campaigns in history. In fact, "Just Do it" is as famous as the "Nike" name and is the brand catch cry and purpose. Those words inspire and motivate us to find our inner athlete and push past our current state to attempt great things. Here's a look at the campaign through the years.





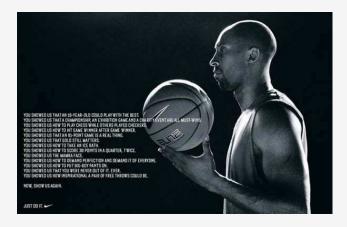




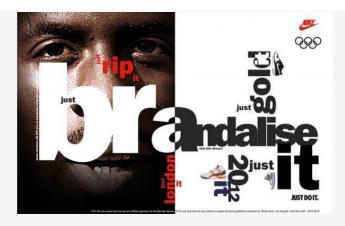






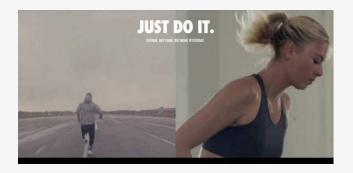




















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Applicant.)

DECLARATION OF NATHAN KAPPES

EXHIBIT E-24



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JUST DO IT: NIKE'S MARKETING STRATEGY AND HOW THEY'RE GETTING IT DONE

May 28, 2015 By Meghan Wright □ 0 Comments

Just Do It. Those three little words have inspired a whole host of people the world over to do just that. They compete. They work. They hustle. They just do it.

That phrase, which has come to be synonymous with success, with strength, with perseverance, *is* Nike's brand. Which makes sense since Nike is all of those things itself. Founded in Eugene, Oregon in 1964 as Bluebell Sports, Nike has been around for a good, long while, digging its feet in and getting the job done.

So, what makes Nike so successful? Well, okay, the fact of the matter is they make a good product. Their sneaks are pretty much the best money can buy and they work (and work hard) to create quality products for athletes, professional and otherwise, across the board.

But with all things marketing, it comes down to more than just the product. Anyone can create a good product (okay, not *anyone*) but it takes a lot more effort to sell that good product.

This is where we dig into the nitty-gritty, where we dissect "Just Do It" for what it really is. Nike and Just Do It are banking on human emotionality. Because, yeah, those three words stand for success and strength and all that other stuff, but they also sound a lot like a challenge. And nobody can resist a challenge.

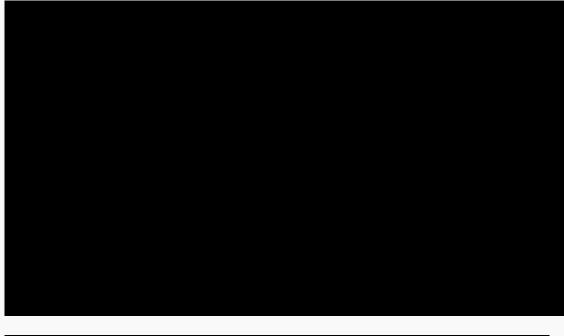


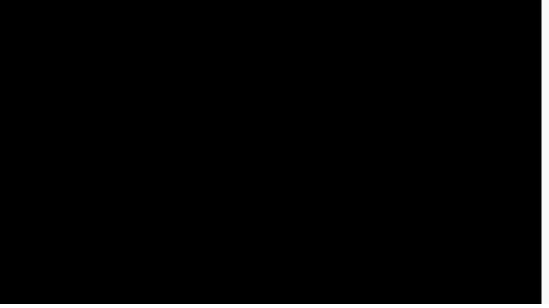


Nike's marketing strategy involves just a little bit of goading. And that's what makes it so successful.

Nike isn't bullying you into buying their product—nah, that would never work.

They're challenging you to be a better you.







And being a better you involves a whole lot more than just buying a pair of shoes. Being a better you is an entire mentality. Like, Coke (which we talked about next week), Nike doesn't just want to sell you their product—they want to sell you a lifestyle.

That's what Just Do It really is.

Just Do It is the stitch in the side that you ignore, it's the cramp in your leg that you power through. Just Do It is rain, sleet, snow, or hail, it's heavy breathing, it's determination.

And here's the thing, all of those qualities don't just apply to athletes. I am $\it no$ athlete but my sneakers are Nike brand.

Because I too want to be the best.

Nike's marketing strategy is the best because it makes you want to be the best.

It's inarguable. It's human nature.

And as a company selling to humans, it's pretty darn smart to bank on human nature.

That's Nike. That's just what they do.



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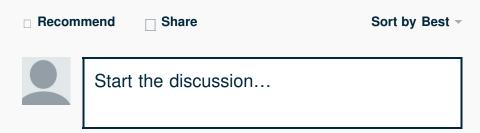
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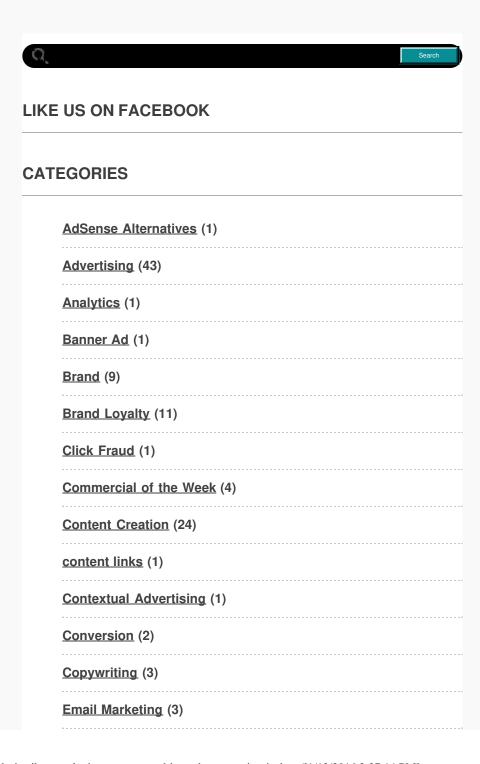
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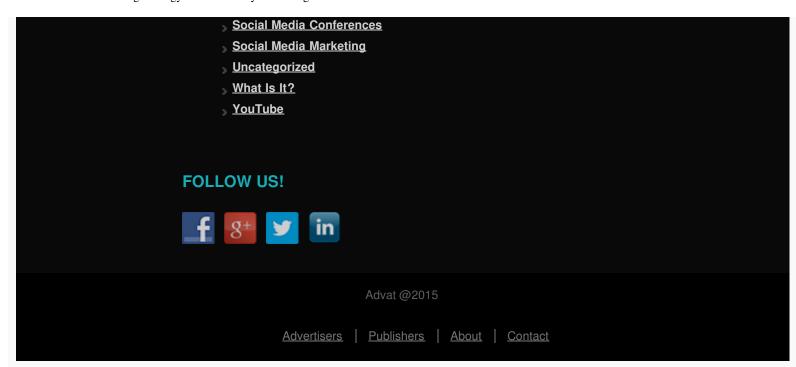
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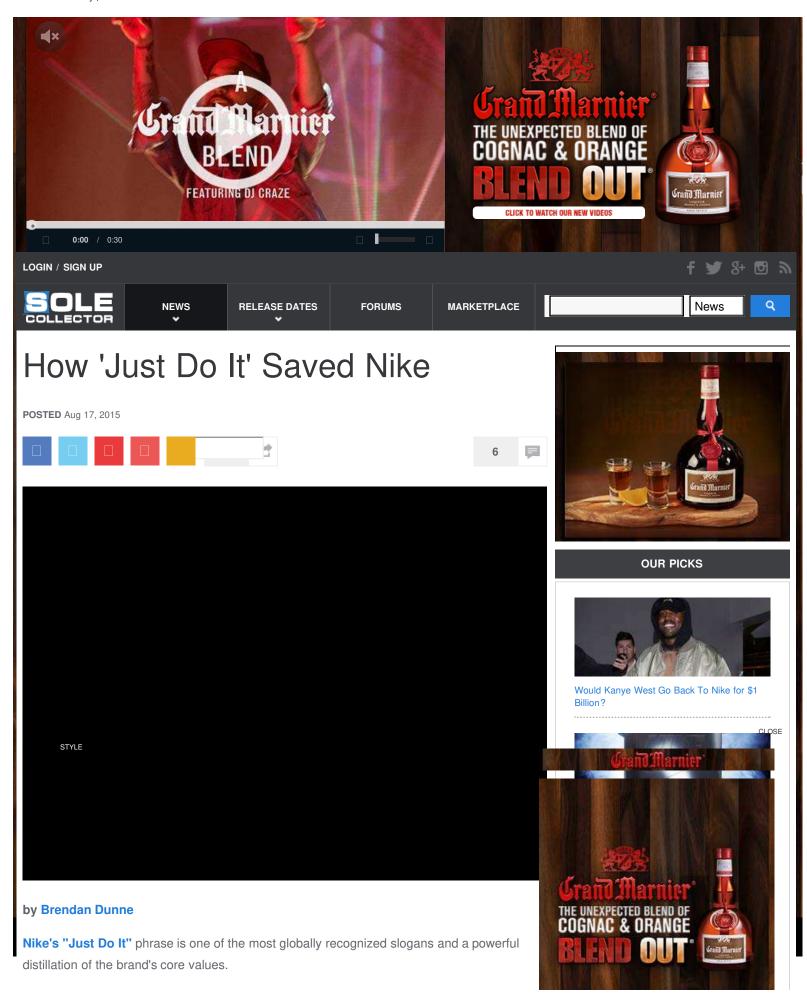


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

)
NIKE, INC.,)
Opposer,) Opposition No. 91221511
VS.) Application No. 86330661
CAPITAL E FINANCE CO, LLC,) MARK: JUST DID IT
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DECLARATION OF NATHAN KAPPES

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The slogan, coined in 1988 and famously inspired by the last words of convicted murderer Gary Gilmore, helped turn Nike around to some extent. It brought the brand out of the first sales contraction in its history and helped it toward a 1,000 percent increase in brand sales over the following decade.

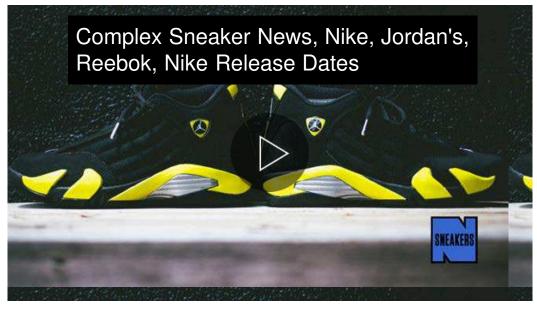
Jerome Conlon, who was Nike's director of marketing insights and planning at the time of the phrase's inception, recently delivered an amazing history at Branding Strategy Insider about how the whole thing came to be. Before Just Do It, Conlon explains, Nike spoke mostly to elit athletes, interpreting the world of sportswear as a "pyramid of influence" that only demanded attention on the top end. Nike wanted to broaden its scope to speak more to the everyday athletes, especially when rival Reebok was already doing a decent job of that in the aerobics category.

And so, in the spring of 1988, Conlon's colleague Scott Bedbury, the newly hired director of advertising, delivered the following brief to Nike's ad agency Wieden+Kennedy:

"Nike is about to become a significant network television advertiser. We will spend nearly three times what we spent on the 'Revolution' campaign in the fall of 1988. [Despite the high visibility of 'Revolution,' Nike had spent less than \$5 million on TV that year.] This is a turning point for a company that not long ago spoke to its customers at track meets from the tailgate of a station wagon. This just cannot be a narrow look back at where we have been. We should be proud of our heritage, but we must also realize that the appeal of 'Hayward Field' [an Ad set at the University of Oregon's Track & Field Stadium] is narrow and potentially alienating to those who are not great athletes. We need to grow this brand beyond its purest core...we have to stop talking just to ourselves. It's time to widen the access point. We need to capture a more complete spectrum of the rewards of sports and fitness. We achieved this with 'Revolution.' Now we need to take the next step."

The next step was "Just Do It," and the rest is history.

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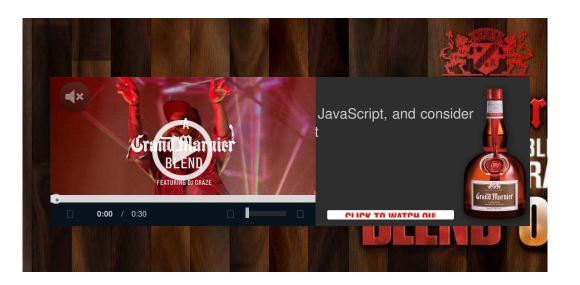
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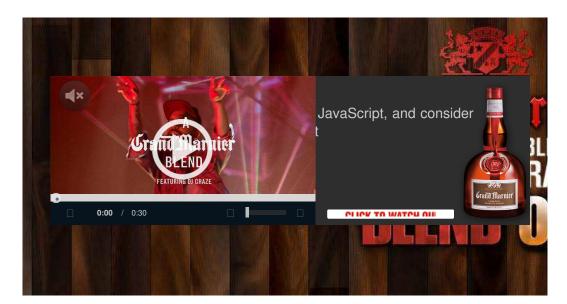


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